

THE INTERNATIONAL SHOE AND LEATHER WEEKLY

LEATHER and SHOES



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Norwegian Calf
hand-boarded grain

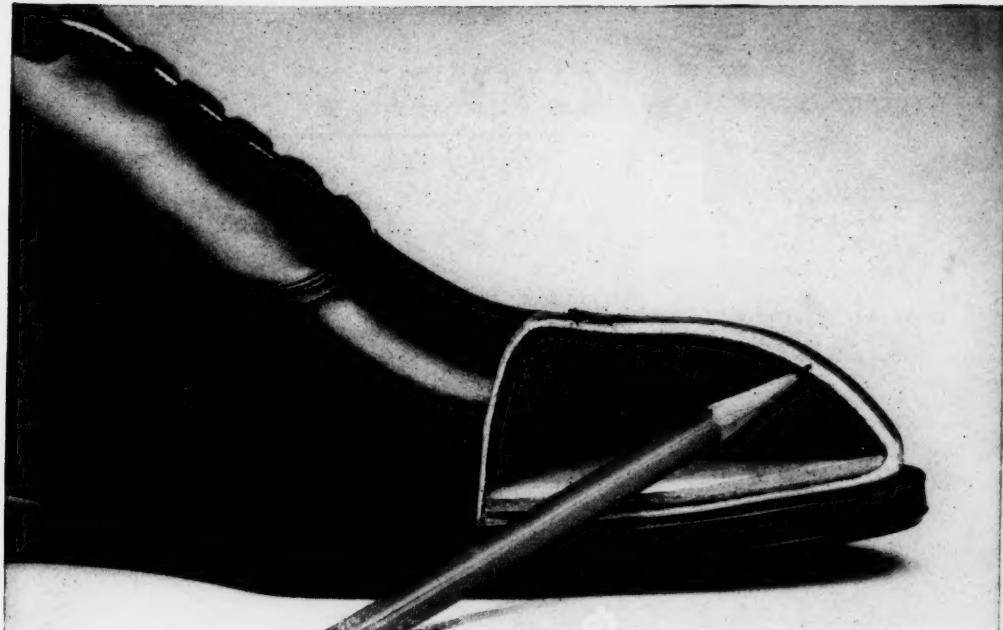
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Normandie Calf
hand-boarded, glazed



Cretan Calf
smooth, but not glazed





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UNITED SHOE MACHINERY
CORPORATION
BOSTON, MASSACHUSETTS

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LEATHER AND SHOES

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PUBLISHER
Elmer J. Rumpf

EDITOR AND ASS'T PUBLISHER

William A. Rossi
10 HIGH ST., BOSTON 10, MASS.

MANAGING EDITOR
Charles R. Byrnes

NEWS AND MARKET EDITOR
Irving B. Roberts
10 HIGH ST., BOSTON 10, MASS.

ADVERTISING MANAGER
Philip Melhado

CIRCULATION MANAGER
June Mason

OFFICERS

President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi, C. R. Byrnes; Secretary: L. C. Bedford.

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PHONE—CENTRAL 6-9353

BRANCH OFFICES

BOSTON 10, MASS.—Frederick G. Moynahan, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • PHILADELPHIA 40, PA.—Cardwell E. Belding, 6008 Jefferson St., Greenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardon, 529 Sycamore St., Main 6662 • ST. LOUIS 6, MO.—William Creahan, 2549A N. Market St., Central 3494 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 5 London St., London, W. 2, Paddington 5946 • SWEDEN & NORWAY—Nils Haraldson, Drottninggatan 29, Örebro, Sweden, Örebro 13027.

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Shoe-buying public puts comfort first, SURVEY REVEALS

STYLE SECOND, OTHER FACTORS TRAIL, WITH
LEATHER PREFERRED AS "NORMAL AND NATURAL"

What are the average American's preferences in footwear — and why? Seeking definite answers to these questions, the Sole Leather Bureau sponsored a survey among a cross-section of hundreds of consumers of both sexes, including various ages, income groups and vocations. Every member of this cross-section was interviewed by scientifically trained investigators.



Chief factors influencing shoe-buying were found to be comfort, style, quality, price and durability — *in that order of importance!* It was further established that "leather is regarded as normal and natural, whereas other materials are associated with abnormal and negative elements of health and personality."

While the findings of this thorough-going survey may disturb complacency in some quarters, they are of enormous value to the shoe trade as a whole — because they spell out the most effective appeals that can be used by manufacturers and retailers

alike in promoting sales. In other words, for more successful selling give consumers what they want most — *the style and comfort they know they can only get from leather!*

Laboratories give leather a clean bill of health

It can be truthfully claimed that the inherent qualities of leather make it the ideal material for promoting foot-health. This has been well established in scientific tests made on subjects wearing both natural leather and synthetic shoes. A fair summary of such comparative, unbiased tests can be stated as follows:

Leather is the only material that admits air — i.e. that "breathes."

Because of its rapid absorption and evaporation of sweat, shoe leather is the least likely agent to carry fungus infections of the foot.

The characteristics of leather most closely resemble those of the skin. Therefore, leather is the healthiest foot covering now available.

To leather's natural advantages England Walton adds these "extras"

England Walton brings you not only the finest sole leather obtainable — products of expert tannage — but the additional advantages of FIBRE-SORTING, as shown by these three greatly magnified cross-sections of sole leather. A and B are similar in fibre-structure; C is noticeably different. England Walton experts will pair A and B, and find a matching structure for C. That's the England Walton "extra" that means paired

flexibility and longer, more even wear . . . a plus feature for your customers and for you!



England Walton FIBRE-SORTED SOLES

Cut soles and sole leather

England Walton
Division

A. C. LAWRENCE
LEATHER COMPANY

Boston • Camden • Peabody
New York • St. Louis
Columbus • Milwaukee
Los Angeles • San Francisco
Ashland, Ky. • Newport,
Tenn. • Hazelwood, N.C.



EDITORIAL

Opinion With A Cataract

IN THE August 5th issue of the National Shoe Manufacturers Association's *News Bulletin* there appeared an editorial entitled, "Leather And Non-Leather Soles." And so with a casual flip of the hand a stick of ignited TNT was tossed in a ring already aflame with animosities.

The Association, in trying to sidestep a pro or con attitude, gave a good demonstration of doing a minuet around the Maypole. Its chief issue of complaint was this: "There is grave danger that the shoe industry and its public relations efforts will be caught in the crossfire between these two groups (leather and non-leather sole advertising and promotion), and the public will become completely confused on the subject of value, wear, foot health, etc. . . . The shoe manufacturing industry will violently resent" being caught in any such crossfire.

In our opinion, the Association is viewing this situation with a cataract in its eye, with resulting myopia. It is quite true that a strong competitive fight is being waged between the producers of leather and non-leather soles. We are viewing an example of hard-fighting competition between two opposing groups for a single market—the type of competition common to the American business scene. The non-leather group in its promotional efforts has placed emphasis on the wearing advantages of its product, while the leather group has stressed the foot health factor. There have been somewhat "stretched" claims made by both sides. But we contend that no source has the right to set itself up as arbiter and referee, or to set up the rules. So long as each side believes it has some basis for its claims it has the right to capitalize on those claims. When that is changed we automatically change the traditional competitive essence of American business.

Now, while the Association voiced strong objections to its being caught in the "crossfire" and the ill effect that this competitive fight might have on its public relations program, the *New York Times* published the story in full, quoting generously from the

Association's *Bulletin*. It appears evident that the *Times* may have obtained the story directly from the Association or its public relations agency.

Another interesting point arises. While the Association makes much of the "competitive fight" being waged between the leather and non-leather sole groups—and the detrimental effect of this battle on the joint public relations program of the shoe manufacturers and retailers—there is some indication that it is playing the part of the head-hiding ostrich.

For example, for years shoe manufacturers have been waging a similar type of competitive fight in the matter of health or corrective shoes, wherein each manufacturer will make claims and counter-claims for his particular shoe. Before the war there were over 1,000 different makes of "corrective" shoes, and almost 200 different "doctor" shoes. The situation became such that the Federal Trade Commission had to apply the "cease and desist" order to much of the advertising and many of the firms or brands. Today the situation is much improved, though some shades of the prewar conditions still exist. The point is this: here was, and is, an example of creating some confusion in the public mind via these claims and counter-claims. But where is the "violent resentment" of the Association in this case?

Perhaps the Association feels that business ethics have been violated in efforts of some of the shoe sole suppliers. Ethics in terms of making questionable claims or counter-claims. And here we'd like to ask the question, "Who is to decide whether these claims are justifiable in their technical content?" If the Association cannot furnish an answer based on supportable research and fact then, we feel, it has no right to imply that the sponsors of these claims should not capitalize on their advantages.

The Tanners' Council has recently allotted a special fund to its technical research department to make a comparative study of leather and non-leather soles. The producers of non-leather soles, through their chief or-

ganization, the Rubber Sole & Heel Institute, may be sponsoring or preparing to sponsor a like piece of research. In either case the findings, no matter how scientifically honest, may tend to be considered biased by the opposition and even by some of the buyers of the products. The one thing that such research will accomplish is to provide each group with the factual foundation with which to technically support its claims.

That is good up to a point. But it still leaves a gap where *impartial* research activities become an absolute necessity. And this is where the individual or combined efforts of the National Shoe Mfrs. Assn. and National Shoe Retailers Assn. enter into the picture.

Editorially we have long maintained that the national organizations of the shoe manufacturers and shoe retailers should establish a technical research body dedicated to providing an accurate information service to members in technical footwear matters.

And here is an ideal instance where such a technical research body would prove its worth. Both the shoe manufacturers and retailer have a stake in this competitive fight between the shoe sole groups. Which type of sole is best for over-all conditions, or for specific conditions? Are the claims made by either side scientifically warranted? Now who, we ask, can answer these questions today for the shoe manufacturer or retailer? And if they cannot be answered by an "impartial" group or organization, then it is quite natural that there is going to be confusion in the minds of the shoe manufacturer, retailer and the public—the very type of confusion to which the Association justifiably objects.

So we come to an ironical conclusion: while the Association cannot be expected to remain negative or passive about this "competitive fight" in which it has a stake public-relations-wise, it cannot offer technical advice to its membership based on scientifically reliable findings arising out of impartial research.

It is simple enough to criticize and to express resentment. But such criticism should be followed up by an endeavor to clarify on the basis of fact, and by suggestions for concrete and fair solution to the problem. We feel that the Association has fallen short on the follow-up. But it is not too late. The current problem may be just the agent to activate a program such as suggested above. And certainly it will play fair into all hands concerned.

**They're
all Allergic
...to Vapor**

They just can't take it!

Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.

Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers. Depending upon which practice your conditions best favor, he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.

Beckwith

NEWS

Douglas to Reopen Plant For Six-Month Trial Period

Asks employees return to work Aug. 22 at piece prices set by company. Move may result in open shop.

W. L. Douglas Shoe Co. announced this week that it would reopen its Brockton plant on Monday morning, Aug. 22, for a six-month trial period. The plant has been closed for the past 13 weeks.

In a letter to all company employees, Marshall H. Stevens, executive vice president, invited workers to return at piece rates installed by Douglas. No mention was made of the Brotherhood of Shoe and Allied Craftsmen, employee bargaining agent.

According to Stevens, the plant will be opened for a trial period ending Dec. 31, 1949, after which the directors will again decide if Douglas can successfully produce shoes in Brockton. Workers were informed they must accept the new pay schedules set by the company. Information on the new wage rates was withheld until the workers reported back to work on Monday.

Asked if the reopening conditions indicated an open shop at the plant, thereby shutting out the BSAC, Stevens refused to make comment. He emphasized that the move met all the provisions of the Taft-Hartley Law.

At the same time, Stevens reported that a labor dispute at Douglas' Scranton, Pa., plant had been settled and a new contract had been signed with District 50, United Mine Workers of America, calling for production of 5000 pairs of shoes daily.

Better Working Conditions

Stevens promised workers that working conditions at the plant would be bettered, including "improved machinery, fewer styles, more solid size cases, and many other changes in methods which are all for the mutual benefit of the workers and the company." Vacations with pay will be given.

BULLETIN:—The BSCA has asked members of their union not to return to work when the Douglas Brockton plant reopens Monday after a 13-week shutdown. Union leaders have charged the shoe firm wants an open shop in violation of the Taft-Hartley Act. Union officials indicated they may file charges with the NLRB. They also charged that Douglas' direct appeal to the workers is an attempt to smash their union and establish wages and working conditions by unilateral fiat. 668 workers are affected.

"Piece rates based upon a careful study of the rates in this area and in no event lower than competitive factories will be installed," Stevens said. "Under these rates, our workers will earn a good day's pay for a full day's work and their take home pay will be far higher than Douglas workers have received in the past."

He added that workers would be recalled as needed and the company hoped in a short time to recall most of its former workers. "The success of the trial period and the decision whether operations can be permanently continued in Brockton will depend upon the cooperation we receive from our workers. This is the only way the Douglas factory can remain in Brockton."

Douglas had announced three weeks ago that it was closing its Brockton plant permanently. (L&S, July 30.) Intervention by local groups and finally by Massachusetts Governor Paul A. Dever brought no immediate response. Stevens' letter attributed the reopening mainly to "the cooperation and loyalty" from employees who wished to return to work.

Kinney Cuts Fall Prices

Last week, G. R. Kinney Co., Inc., New York shoe chain, announced that it had cut prices on its fall lines

from one to 12 percent. According to G. L. Smith, president of the firm, the decision to reduce prices was prompted by a similar action in Aug., 1948.

Reductions a year ago ranged from five to 11 percent and were followed by price cuts among various shoe chains and manufacturers. Included in the cuts this year were the "Stuart Holmes" men's line reduced at retail from \$8.80 to \$8.50, "Style Craft" down from \$5.95 to \$5.85, children's "Educator" lines from \$4.50 to \$3.98, and boys' shoes from \$3.98 to \$3.69.

President Smith revealed that unit sales for the first seven months of 1949 in Kinney stores were 13 percent above last year. Dollar sales were 2.8 percent greater for the same period.

The firm reported a net profit of \$556,957 equal to \$1.98 per common share for the six months ended June 30 as against \$581,030 or \$2.10 per share for the corresponding period in 1948. However, retail store sales totaled \$15,336,201 this year against \$14,674,456 a year ago. During July, a slow period customarily, sales were down only 7.8 percent compared to drops of 14.6 to 20.2 percent by other chains.

New England Reaction

The Kinney price cuts will have little effect on the shoe industry as a whole, according to New England shoe chain store officials. Many reduced their own prices prior to the Kinney action and see little room for further cuts. All agree that Kinney is concentrating on boosting unit sales by lowering profit—although the actual cut amounts to little in dollars and cents.

Frank Metcalf, sales manager of Morton's Shoe Stores, Inc., Boston, told LEATHER AND SHOES that, "Kinney's cuts are either used as propaganda or else the company is evening off some lines that were out of focus in the general price picture. With the high cost of labor and materials, you can't cut shoe prices much without lowering quality."

Another chain store official said, "Prices will be low but we won't lower ours any further until lower manufacturing costs warrant reductions. It is fashionable today to buy low cost goods. Women who formerly boasted of buying shoes only in exclusive fashion shops now pride themselves on bargain basement purchases. However, further cuts would not bring up unit sales enough to compensate for dollar volume loss."

Shoe Sole Suppliers Resent "Intrusion" of NSMA

Leather and non-leather sole producers show sharp and interesting reaction to National Shoe Mfrs. Assn.'s recent editorial criticism of the "competitive fight" between the two groups.

The smoke still hovers over the shoe and leather industry as an aftermath to the bombshell thrown recently by the National Shoe Mfrs. Assn., whose *News Bulletin* carried an editorial entitled "Leather And Non-Leather Soles." Gist of the editorial was this: "There is grave danger that the shoe industry and its public relations efforts will be caught in the (promotional and advertising) crossfire between these two groups (leather and non-leather soles), and the public will become completely confused on the subject of value, wear, foot health, etc. . . . The shoe manufacturing industry will violently resent being caught in a crossfire . . ."

This week LEATHER AND SHOES made a spot survey to check reaction and comment regarding the editorial. A strange inarticulateness numbed the tongues of many sources contacted. Most sole leather tanners felt that an "official" reply should come through the Tanners' Council. However, when L&S contacted the Council officials, no reply was forthcoming.

The same attitude was expressed by most of the manufacturers of rubber and synthetic soles—that their organization, the Rubber Sole & Heel Institute, should furnish the official answer voicing the stand of this group. However, Robert A. Winters, executive secretary of the Institute, replied that he was on vacation and regretted being unable to furnish a comment.

Sample firms contacted in the non-leather group were Avon Rubber, Alfred Hale Rubber, Plymouth Rubber, Panter-Panco, Goodyear (Neolite), etc. Among the sole leather group were Howes Bros., Proctor Ellison, Kistler Leather, A. C. Lawrence and others.

Most of the officials were reluctant to voice opinions for publication, feeling that the subject was "too delicate." Most significant, however, was that the gist of reaction and opinion from almost all sources followed a similar line, as follows: The National Shoe Manufacturers Assn. was tending, in its editorial, to make

a mountain out of a molehill, was creating a situation consisting of nine parts smoke and one part fire. All sources agreed that the competition was heated, but none thought that it was tending to "confuse the public" or in any way harmfully affecting the Association's public relations efforts, as the Association strongly claimed.

Leather Group Comments

Chas. H. Myers, president of Kistler Leather Co., openly felt that "if the public was becoming confused as a result of the competitive promotional efforts between the two groups, the rubber or synthetic sole group started the fight with their advertising. The shoe manufacturers or the Association cannot expect the sole leather tanners to remain negative or passive in the face of this. What does or would the shoe manufacturer himself do in a similar instance?"

Another sole leather tanner suggested that the competitive fight would tend to get hotter unless a meeting was called between the Tanners' Council, the Rubber Sole & Heel Institute, the National Shoe Manufacturers Assn., and the National Shoe Retailers Assn. At such a meeting "the rules for a clean fight could be laid down."

Paul Simons of the Simons Hide & Skin Corp., stated that the NSMA's editorial "amounted to a warning to tanners *not* to carry on a sales promotion campaign indicating the value of leather over substitutes. It is a case of 'hollering before you are hurt'."

S. H. Livingston, head of the Keystone Hide Co. in a letter sent to the NSMA (a copy of which was sent to L&S), stated, "Of course shoe manufacturers have the prerogative of making shoes out of what material they wish . . . But as a supplier of raw materials I reserve for myself the right to . . . inform the public of the merits of leather and to bring to discussion the harmful qualities of substitutes attested to by a branch of the American Medical Assn. . . . No one should quarrel with a manufacturer or retailer who has trade whose pocketbook demands low-priced goods. But no quality shoe manufacturer or retailer should be penalized through substitutes . . . unless the public knows what it is buying and knows whether or not

the article is capable of complete satisfaction. No one should object to putting all the cards on the table and having the public know the truth."

The New York *Times*, in a detailed account of the statement issued by the NSMA, stated that in "tanning trade circles" (the Tanners' Council) "considerable surprise was expressed at the comment of the shoe organization. Tanners have not deemed it advisable to advertise to the public and have not conducted any promotional effort to offset the nationwide advertising carried on by manufacturers of substitutes" . . . If the shoe manufacturers now find themselves in a 'crossfire' it must come primarily from the claims made for various substitute materials."

Non-Leather Group Replies

Most of the interviewed producers of rubber and synthetic soles felt that the NSMA was making an "unnecessary intrusion," as one of them phrased it. They also felt that some "extreme claims" had been made in the brief consumer advertising campaign carried out by the Council's Sole Leather Bureau recently in Des Moines, Hartford and Rochester—claims "unfairly disparaging" to non-leather soles. But except for this brief (2-3 weeks) incident they felt there had been nothing to confuse the public mind or conflict with the NSMA's public relations efforts.

Cushing Cutler, treasurer of Alfred Hale Rubber Co., expressed belief that the consumer advertising campaign conducted by the non-leather group was "more educational than confusing, and the producers of these soles have done and are doing an informational job." Cutler brought out the point that "non-leather soles have been in use for more than a quarter century and no complaint has come from sole leather tanners. But now that we've dug deep into the market these tanners are suddenly finding fault and making complaint." His conclusion: "Let the consumer decide—and may the best product win."

Harry Post, general manager of Goodyear's Shoe Products Division, makers of Neolite soles and heels, stated, "I do not believe there is a fight or war on between leather and non-leather soles. Up until a few years ago, all the leather people needed to be concerned with was the competition between leather manufacturers. Suddenly a new problem arose through the introduction of non-leather materials which seemed to have qualities superior to those



Shoes that say "No!" to oil and wear

YOU'RE looking at shoes with soles and heels that have exceptional qualities...qualities that Hycar OR rubber make possible.

They're great favorites with operators in garages, machine shops, and in other locations where oil, grease and hard, steady wear are "shoe problems".

For one thing, these Hycar OR rubber soles and heels are extremely oil-resistant. That's important, because rubber that absorbs oil swells and becomes slick, may cause slipping—makes walking and working unsafe.

Another important point: Because Hycar has outstanding resistance to abrasion, these soles and heels stand up better and wear longer.

These soles and heels are typical examples of the many applications for Hycar. For Hycar is used where resistance to heat,

cold, weather, wear and abrasion is necessary—often vital. Hycar is light in weight, oil and gas resistant. Besides being a base material, it may be used as a plasticizer for polyvinyl resins . . . as a modifier for phenolic resins . . . as an adhesive base . . . as a latex for coating and impregnating.

Find out how Hycar may help answer your problems or develop new products. Complete information and technical advice upon request. Please write Dept. HI-8, B. F. Goodrich Chemical Company, Rose Bldg., Cleveland 15, O.

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American Rubber

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GEON polyvinyl materials • HYCAR American rubber • GOOD-RITE chemicals and plasticizers

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of leather. Whereas heretofore the competition had been between comparative qualities and prices of leathers, the new competition was leather versus a new material.

"The leather people had never thought it necessary or advisable to sell their product, as a product, to the public, or, as some have stated, it was not a product which admitted of advertising to the consumer. Therefore, not understanding this type of merchandising, the leather people have not known up to the present time just how to meet this competition. Instead of selling the merits of their own product they have endeavored to throw doubt upon the merits of the competing products. Their methods can be termed rather unfortunate—and also not too effective. It may be that they have a desire to take the position of a Sacred Cow, which must not under any circumstances be harmed, nor can mention even be made of the holy animal.

"However, this is undoubtedly a temporary phase. It may be that the situation will result in the leather people stepping up the efficiency of their merchandising, and also that they will find it advisable for each company to promote its own product rather than endeavoring as a group

to deride the competition which so irritates them. As they decrease the temperature of their emotions and increase the clarity of their thinking, they will do a good job of presenting the qualities which their product has, and the nature of the competition in soles for shoes will prove to be no different from that in other phases of business."

International Shoe To Sell Sole Tannery

The International Shoe Co. has announced plans to sell its sole tannery at Morganton, North Carolina.

This unit consists of six brick and ten wood buildings with a total floor space of 275,000 sq. ft. covering 41 acres and is on the main line of the Southern Railroad. The tannery is fully equipped and a complete new rocker system has been recently installed. There are sprinkling systems throughout all buildings.

It has a capacity of 900 hides per day and was used to tan oak sole leather by International. It was closed in July "because more and more rubber and other competitive composition materials are being used for soles instead of leather." (L&S, July 16)

Howes Buys American Oak Chrome Retan Division

Howes Leather Co., Boston, Mass., has purchased the Chrome Retan Division of The American Oak Leather Co., Cincinnati sole leather tanners now in process of liquidation. The announcement was made by William H. Mooney, president of American Oak, who also revealed that Howes has leased approximately 150,000 feet of floor space in the Cincinnati plant.

Howes is planning to start operations in Cincinnati shortly and will re-employ many of the 150-200 workers formerly employed in American Oak's Chrome Retan Division. The latter firm employed about 650 workers at peak production. Stockholders voted to dissolve the company at a special meeting held July 1. (L&S, July 9).

No mention was made of the amount involved in the sale although certain machinery, equipment, processes, patents and trademarks were included. Mooney reported that other transactions for American Oak properties are progressing but not yet completed.

THERE'S NONE TO EQUAL THE—

IT HAS THE PROPERTIES

- 1** for Perfect Filling
- 2** for Covering Defects
- 3** for Ease of Application...
(no brush marks)
- 4** for Uniformity
- 5** for Giving a High Gloss Finish

"RAVEN-HUE" IS THE SHANK BLACKING FOR SUPERIOR RESULTS

SEE YOUR NEAREST REPRESENTATIVE OR WRITE US DIRECT

**BRILLIANT
GLOSSY
BLACK of
HADLEY'S
"RAVEN-HUE"
Shank
Blacking**



HADLEY BROS. • UHL CO.

3948 WEST PINE BOULEVARD • • • ST. LOUIS 8, MO.

IN CHICAGO
The Howard Irwin Co., 208 N. Wells St.

U.S. Leather Names Holderness Sales Manager

The United States Leather Co. has appointed E. E. Holderness as its Sales Manager, succeeding Davis N. Ripley, resigning as of Sept. 1.



E. E. HOLDERNESS

... named Sales Manager of U.S. Leather Company.

Other appointments by the company include Wallace S. Raymond as Boston sales manager, succeeding E. L. Wyman and Charles B. Cashin as assistant sales manager in Chicago.

J. Allen Clark Jr., Richmond, Virginia, sales representative has resigned, effective Sept. 1.

E-J, Craddock-Terry Win QM Oxford Awards

Endicott-Johnson Corp., Endicott, N. Y., and Craddock-Terry Shoe Corp., Lynchburg, Va., have been awarded contracts by the New York Quartermaster Purchasing Office on QM-30-280-49-1437 covering 356,000 pairs of tan oxfords.

Largest award calling for 236,000 pairs of the total 356,000 went to Endicott-Johnson on its bid of \$3.725 per pair. Craddock-Terry was awarded 70,000 pairs at \$3.71 per pair and an additional 50,000 pairs at \$3.66 per pair. Procurement is for the Army.

Six Mfrs. Bid on 75,000 Pairs Service Shoes

Six shoe manufacturers turned in bids this week totalling 420,000 pairs on QM-30-280-50-13 covering 75,000 pairs of Type II composition sole service shoes, the New York Quartermaster Purchasing Office reports. Bidders, quantities and prices are as follows:

Belleville Shoe Mfg. Co.: 45,000 pairs at \$4.50, 1/10 of 1% 20 days.
Allen-Squire Company: 75,000 pairs at \$4.50 Net.

General Shoe Corporation: 37,500 pairs at \$4.58 Net, 37,000 pairs at \$4.68 Net.

E. J. Givens Shoe Co., Inc.: 75,000 pairs at \$6.10, 1/10 or 1% 20 days.

A. R. Hyde & Sons Co.: 75,000 pairs at \$4.55 Net.

Endicott Johnson Corporation: 75,000 pairs at \$4.475 Net.

Coming Events

Sept. 6-8, 1949—Spring Showing, Allied Shoe Products and Style Exhibit, Hotel Belmont Plaza, New York City.

Sept. 7-8, 1949—Official Opening of American Leathers for Spring and Summer, 1950, Waldorf-Astoria Hotel, New York City. Sponsored by Tanners' Council.

Sept. 8, 1949—"Patent Pending For 1950", a preview of spring fashions in genuine patent leather, Waldorf-Astoria Hotel, New York City. Sponsored by The Patent Leather Bureau.

Sept., 1949—Child Foot Health Month, National Foot Health Council.

Oct. 31-Nov. 3, 1949—National Shoe Fair, Chicago, Ill. Sponsored by National Shoe Manufacturers Assn. and National Shoe Retailers Assn. Headquarters at Palmer House.

Nov. 2-3—Fall Meeting and Annual Convention, National Hide Assn., Edgewater Beach Hotel, Chicago.

Nov. 3-4, 1949—Annual meeting Tanners' Council of America, Inc., Edgewater Beach Hotel, Chicago, Ill.

Nov. 5-9, 1949—Pennsylvania Shoe Travelers Show, William Penn Hotel, Pittsburgh, Pa.

Nov. 6-9, 1949—Advance Spring Showing, Southeastern Shoe Travelers, Inc., Sheraton Bon Air Hotel, Augusta, Ga.

Nov. 6-9, 1949—Annual Michigan Shoe Fair, sponsored by Michigan Shoe Travelers Assn. and Michigan Shoe Retailers Assn. Hotel Statler, Detroit, Mich.

Nov. 12-16, 1949—Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Retailers and Travelers Assn. The Benjamin Franklin, Philadelphia, Pa.

Nov. 13-16, 1949—Spring Shoe Show, sponsored by Southwestern Shoe Travelers Assn. Adolphus, Baker & Southland Hotels, Dallas, Tex.

Nov. 27-Dec. 1, 1949—Popular Price Shoe Show of America, sponsored by New England Shoe and Leather Assn. and National Assn. of Shoe Chain Stores, Hotels New Yorker and McAlpin, New York City.

Dec. 4-6, 1949—Spring Shoe Show, sponsored by the Indiana Shoe Travelers' Association, Inc. Hotel Severin, Indianapolis, Indiana.

Leather Glove Output Up 5 Percent in 1948

Production of full-leather and part-leather gloves during 1948 totaled 5.3 million dozen pairs, an increase of five percent over the five million dozen pairs turned out in 1948, the Bureau of the Census reports. Of this, 1.3 million dozen pairs were for dress and semi-dress wear and four million dozen pairs were for work.

Total glove and mitten output for the year was 28 million dozen pairs, a gain of approximately one million dozen pairs over 1947 production of about 27 million dozen pairs. Although the Census of Manufactures set 1947 glove output at 29 million dozen pairs, the Census Bureau restricted its survey to firms whose primary product was gloves. This fact plus difference in figures reported by firms in each survey accounted for the difference of two million dozen pairs, the Bureau states.

Production of dress gloves and mittens of all materials in 1948 was 6.6 million dozen pairs against 6.5 million dozen in 1947. Leather and combination leather dress gloves totaled 1.3 million dozen pairs in both years. Total work glove output was 21.1 million dozen pairs in 1948, against 20.7 million dozen in the preceding year.

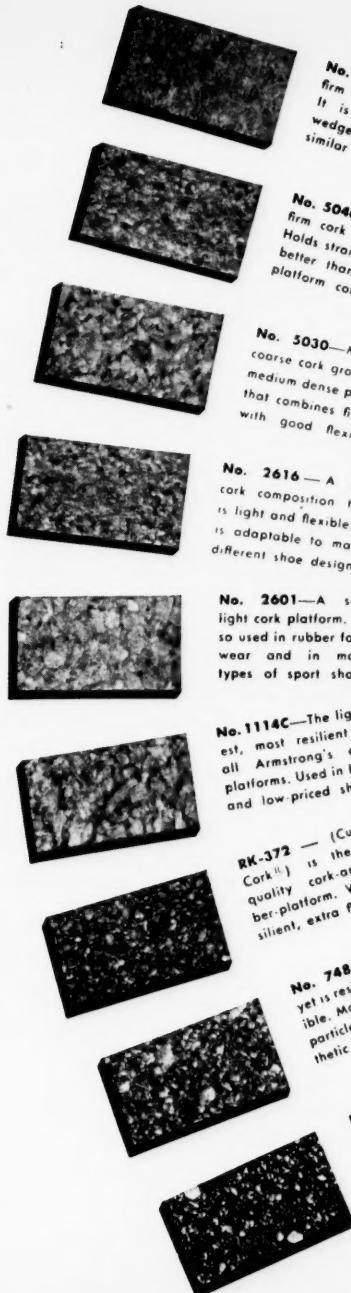
Patent Bureau Sets Show

The Patent Leather Bureau has announced "Patent Pending for 1950", a preview of spring fashions in genuine patent leather, to be presented Sept. 8 at the Waldorf-Astoria Hotel, New York City. The showing will feature new developments in patent leather and latest high fashion colors in footwear, apparel and accessories.

"Magnetic" Adhesives Introduced by UBS

A new adhesive, called H-511 Ubabond, has been introduced by the Union Bay State Chemical Co., Cambridge, Mass., for use in the shoe and leather industries. The cement is described as "magnetic" in its behavior, and enables pre-cemented surfaces to be fused at a later time on an assembly line or even after shipping to point of use, without loss of adhesive quality.

The manufacturer claims that upon application only 15 to 30 minutes are required for drying at room temperature. The adhesive dries to a non-tacky condition. When the pre-cemented surfaces are to be fused, reactivation is easily achieved by heating the "dead" surfaces under steam, infra-red or dry heat, or by brushing or spraying a solvent on the surfaces.



No. 5050—An extra firm cork composition. It is also used for wedge heels and other similar shaped pieces.

No. 5040—A medium firm cork composition. Holds straight sidewall better than do softer platform compositions.

No. 5030—Made of coarse cork granules. A medium dense platform that combines firmness with good flexibility.

No. 2616—A firm cork composition that is light and flexible. It is adaptable to many different shoe designs.

No. 2601—A soft, light cork platform. Also used in rubber foot wear and in many types of sport shoes.

No. 1114C—The lightest, most resilient of all Armstrong's cork platforms. Used in high and low-priced shoes.

RK-372—(Cushion Cork[®]) is the top-quality cork-and-rubber platform. Very resilient, extra flexible.

No. 748—Extra firm, yet resilient and flexible. Made of fine cork particles with a synthetic rubber binder.

RC-386—Firm, resilient, popularly priced cork-and-rubber platform that holds a good edge on any equipment.

FLEXICORK IS A REGISTERED TRADE-MARK.



Wolff-Tober Shoe Manufacturing Co. of St. Louis use Armstrong's No. 5040 in this shoe.

Here's the fastest way to find the platform you need

To find the right platform for your shoe, look over Armstrong's complete line of platform materials shown at the left. You'll quickly see that they offer a range of physical properties broad enough to fill any shoe or machinery requirement. Most of these platforms are firm enough to speed through production with clean edges and straight sidewalls. There are also soft, flexible ones for the manufacturer who wants to make ultra-comfortable shoes.

One of the firm materials, Armstrong's No. 5040, is used in the shoe shown above. Made of fine cork particles, No. 5040 handles well on any kind of machinery. It makes a strong, resilient, and comfortable platform.

Get samples, prices, and additional information from your Armstrong representative. Call him today. Or write Armstrong Cork Co., Shoe Products Dept., 8808-A Arch St., Lancaster, Penna. Available for export.



ARMSTRONG'S SHOE PRODUCTS

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SPOT News

Massachusetts

• Leather thieves recently stole \$1000 worth of leather from Standard Finnish Co., Peabody, for the second time in a month. The first time, police found the leather hidden in a stolen car which the thieves had abandoned. This time, nothing was seen of thieves, car or leather.

• Becker Bros. Shoe Co., was recently organized in Lowell by Harold M. and Saul Becker to manufacture women's footwear.

• Ador-A-Belle Handbag Co., Boston, recently made an offer of 15 percent cash settlement to creditors, it is reported.

• Mr. and Mrs. Louis H. Salvage, operators of Foot Delight Shoe Corp., Beverly manufacturers of "Flirtation Shoes" have purchased three of four former Beverly Association Factories. The Foot Delight Co. is largest tenant in the buildings and plans are being made to expand its output. Salvage is president and treasurer of the firm.

• Elbee Shoe Co., Lynn, has contracted to manufacture the entire line of Maxine Originals formerly made

by Maxine Shoes, Inc., recently shut down in New York City. Irving Berkowitz, Maxine president, reports that output will be some 1000 pairs daily with dress shoes retailing at \$8.95 to \$14.95 and casuals at \$8.95 to \$10.95. Berkowitz will supervise production and sales with Morton Baum.

New York

• Chic Slipper Mfg. Corp., New York City, has changed its name to Chick Footwear Mfg. Corp. The firm has begun to manufacture women's California casuals retailing from \$2.95 to \$3.98.

• Production of "Oomphies", indoor slippers formerly made by LaMarquise Footwear, Inc. has begun in the plant of the newly-formed Barick Footwear Corp., New York City. Harold Gessner, executive vice president of LaMarquise reports the Barick firm is working under contract from his firm. The LaMarquise plant was reopened, after a 60-day shut-down, under the Barick name.

• Arad Shoe Mfg. Corp., New York City, has reorganized its executive staff and will increase production to 75 cases daily. Herman H. Knoll, president, has bought out the interests of Harry Greenspan, treasurer and superintendent, and Jacob L. Rocker, secretary. Knoll's wife, Alice, is now secretary with John Hank, formerly with Triple Novelty Co., as superintendent, and Basel Buff as designer.

• Justin Footwear Corp., Brooklyn footwear manufacturers, has changed

its name to Joceau Footwear Corp., it is reported. Peter Fucillo, president has resigned.

New Jersey

• Plans of New Era Tanning Co., Newark tanners, to pay unsecured creditors 25 percent cash settlement have been confirmed by the referee, it is reported.

• Elaine Footwear, Inc., was recently organized in Union City to manufacture women's casuals. Incorporators are Harold Shooshan, Helena Loreca and J. Rivelli.

Pennsylvania

• Dial Shoe Co., Inc., Philadelphia retailers, has signed a 10-year lease for a new store now under construction at 1338 Chestnut St.

Missouri

• The item in these columns stating that Town & Country Shoe Co. is investigating a new plant site in Clarence (L&S, Aug. 13) was in error. Harold J. Browne, former secretary and treasurer of Town & Country, is considering a possible plant location in Clarence and is also investigating other sites. Browne has not been associated with Town & Country for more than a year.

• An addition to the Spalding-Speis Shoe Co. will definitely be built in Fredericktown. The finance committee has almost reached its goal of \$30,000. It is expected that the new addition will be in operation by late fall.

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By E. Morton Jennings

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Features

Engineering Streamlines A Wood Heel Plant

Result: Lower costs, speedier output, improved quality, substantial savings and contented workers. The formula is modern engineering plus executive vision.

THE wood heel industry is often considered one of the less progressive allies of the shoe industry. But the inadequacy of such a generalization is proven by the example set by the New England Wood Heel Company, Amesbury, Mass. The firm, owned and operated by Louis, Russell, and Arnold Gorevitz, turns and covers both maple and wedge heels.

A year ago the firm hired Maynard Sandler as production engineer, a capacity which combines the jobs of efficiency expert, office manager, production control manager and all-around trouble shooter. Sandler's job is one of keeping costs down and keeping production running smoothly at the same time. His suggestions for greater efficiency and lower overhead often entail expenditures on the part of the firm.

Efficiency Planned

The company officials, with the suggestion and cooperation of plant

superintendent Theodore Chase, plot all proposed changes on paper. The cost of making the change is weighed against the ultimate savings to be effected. If the long-run results tip the heavy end of the scale, the go-ahead sign is given.

The desired aim is maximum customer satisfaction with minimum production costs. The company attempts to reach this goal through the elimination of unnecessary handling in production and wasted working time. All backtracking in the production flow, hindering the prompt completion of orders and boosting production costs, is being checked.

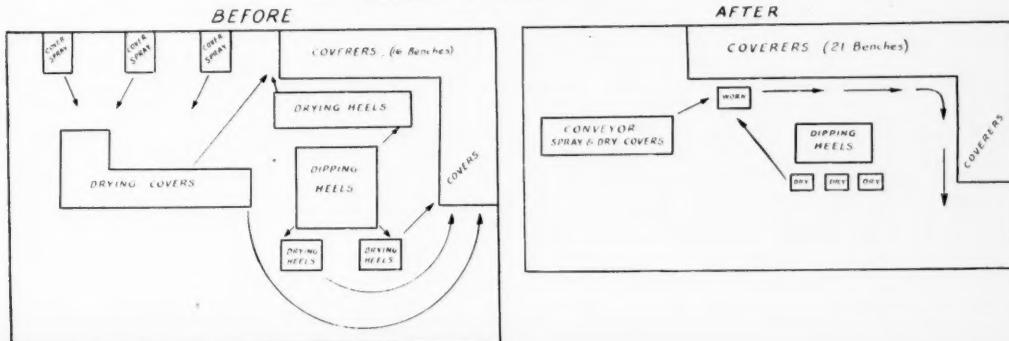
Covering Dept.

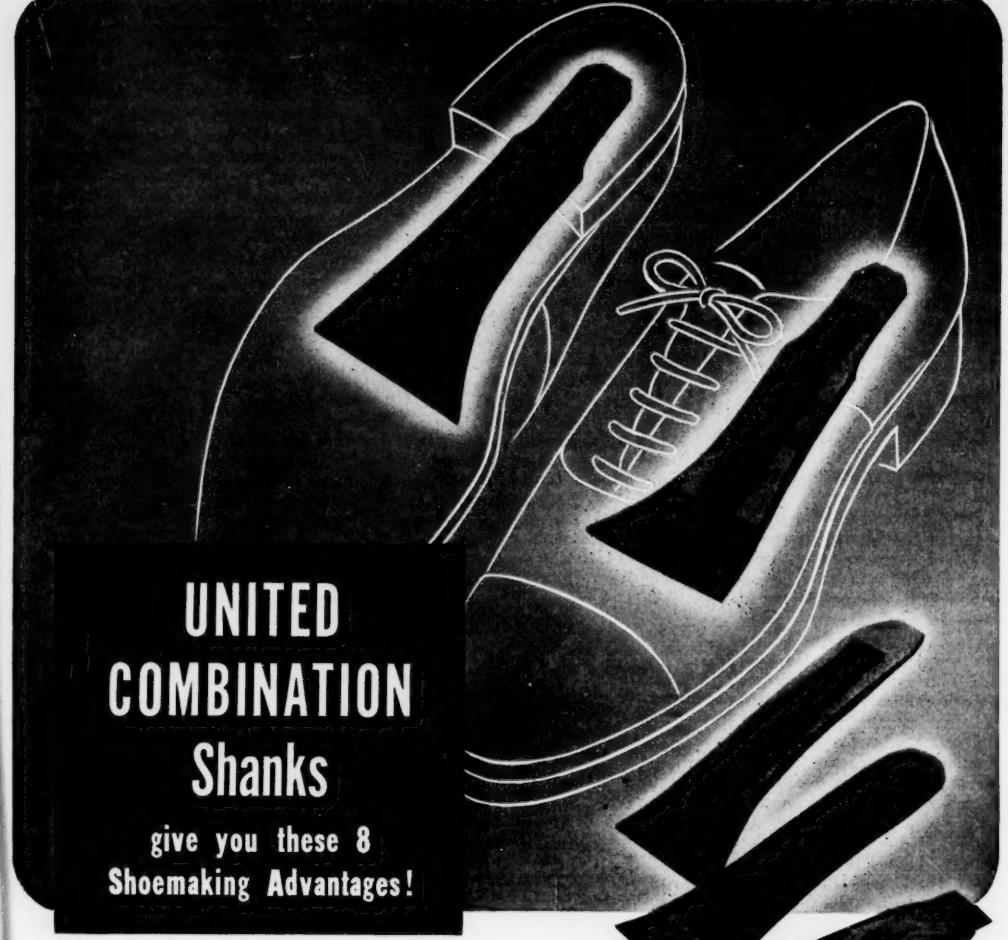
One of the factory's biggest loopholes was in the covering department. There work was often lost, orders might be incomplete due to the tying up of supplies, and working conditions were not up to par. The heel covers were sprayed with an adhesive and left on racks to dry. The heels

were dipped in a cement solution and left on other racks to dry. A great deal of the floor's area was used for the drying processes, necessitated crowded working areas for the coverers. A coverer had to stand in order to receive work which was placed under her bench due to lack of space. She again had to rise to place the finished work aside. Often instead of bothering to stand, she put finished work under her bench where it might remain for some time, tying up an order and eating up the time of workers who searched for the missing heels.

The covering department has had its face lifted with the help of a conveyor belt spraying machine. Heel covers are now sprayed with the cement and dried in the same operation as they pass over the belt of the machine. This eliminates the necessity of leaving the covers on drying racks. They are now placed on a rack with the appropriate case of heels beside the now roomier coverer's bench.

COVERING DEPARTMENT





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- ★ Gives fullness and character to finished bottom
- ★ Makes possible accurate, quick insertion
- ★ Provides positive locating of steel or wood shank piece
- ★ Maintains uniformity with every pair
- ★ With long heel style, affords tighter joints at heel breast
- ★ Leaves insoles free from prong or tack point penetration

FOR the maker of welt shoes . . . United suggests Combination shanks, finest for this type of footwear because they impart so many extras in addition to reliable support. Precision fitting, characteristic of all United shanks, is found in both the cover and the steel (or wood).

For greatly improved shoemaking, try United Combination Shanks.

Ask your United man about a shoemaking trial with a Combination shank individually suited to your shoemaking.



United Shoe Machinery Corporation

BOSTON, MASSACHUSETTS

The area formerly used for drying processes has been given over to the coverers who now merely reach for work to be done and place finished work in back of them. Where there were sixteen benches there are now twenty-one.

80% Less Travel

The heel drying racks were formerly stationary, causing each 200 cases of heels to travel 2040 feet. The racks are now movable, allowing the dipper to move them about as they are filled. Now 200 cases of heels travel 410 feet, a saving of 80 percent in travel.

Originally the tags were placed inside each box of heels. The boxes, piled atop one another, were lifted several times in the search for a particular case of heels. There are now spring clips on the side of each box which hold the tags. This is a greater insurance against heels getting lost. This simple idea eliminated two workers who were paid to look for tags all day.

Changes have also been proposed for the wedge-turning department. Each molding machine is known to supply two turning machines. The present layout finds molding and turning machines interspersed along the floor. Each barrel of heels now moves an average of 51 feet from blocker to molder, 39 feet from molder to turner, and 128 feet from turner to finisher, a total of 218 feet per barrel of heels.

More Changes

Another planned change is to move

all molding machines to the section of the room closest to the blocking machines and all turning machines to the other side of the room. This would cause the average barrel of heels to move 27 feet from blocker to molder, 52 feet from molder to turner, and 93 feet from turner to finisher, a total of 172 feet or an overall saving of 21 percent over the present layout. Although the distance is greater from molder to turner in the new plan, the heels will move only in the direction of the finisher all the way, rather than backtrack as they now do. The firm plans to effect these changes shortly.

Another example of the firm's willingness to make a small investment to cut costs is the installation of carbonyl saws in the blocking machines. The saws previously used had to be changed four times daily and a man was paid full time to keep them sharpened. The new saws, at an investment of \$80 each, have not been re-edged for more than two months and operate as well as when they were installed. When a saw needs sharpening it will be returned to the producer who provides the service. The saws have helped to keep the cost of maintenance down while keeping production up.

The allover factory layout, based on the straight-line production flow principle, is conducive to good production methods. Three kilns on the first floor dry the wood to be planked, stripped, blocked and turned. The blocks are taken to the second floor to be covered. Wedge heels are

turned on the third floor and taken down one floor to be covered.

Schedule Board

One of the most difficult phases of wood heel production is the balancing of orders with the actual production schedule. The New England Wood Heel Company keeps its finger on the pulse of production and merchandising needs at the same time with the help of a schedule board set up first in the wedge turning department. Similar boards will soon be installed elsewhere.

The board is mapped out for each order. The number of heels needed for the order is known and it is also known how many heels each turner can complete in a specified time. Company officials have computed the average number of heels per hour that each turner can produce and the order quantity is translated into number of hours. In this manner, it is established how many hours it will take on each machine to complete the order. This is plotted on the schedule board and the foreman can tell by looking at the board when each machine will become idle.

The board helps to determine delivery promises to customers and it indicates the need for additional labor and machine capacity. It tells the company when the next time is open on each machine and therefore when to either start or stop looking for business. The board has also been discovered to act as a morale booster. The turners try to beat the allotted time for their machines on the board.

(Continued on page 19)

SCHEDULE BOARD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					

Ways To Save Electric Power In Tanneries

By G. A. Aiken, Plant Mgr.,
The Mead Corp.

Practically any tannery can substantially cut its power and lighting bills by using some or all of the suggestions presented in this article.

ELECTRIC power and light bills may amount to from 10 to 20 percent of the total cost of tannery operation. Hence, a reduction of from 15 to 20 percent of these costs would amount to a substantial annual saving. Such savings can, in most instances, be accomplished with little or no expenditures.

Let's start where the outside power enters the plant. Are you getting the proper voltage on your side of the transformer if you are purchasing power. If you are paying for 220-440-550 volt power, are you getting it? If the power company's lines are heavily loaded, or if you are at the end of the line, it is likely that you're not getting the voltage you're paying for; that is, you may be getting a "short volt count." This will require your motors to draw more current to carry the load. Your power meter will turn faster and your power bills will be larger.

Testing and Maintenance

If you're in doubt about the voltage, have an electrical contractor or motor repairman use his portable voltmeter on your lines and make a check. If your voltage is low, due to being on an overloaded circuit, etc., the power company should be requested to shift you onto another feeder circuit. If the new circuit is of different voltage a change in transformer tap arrangement may be all that is necessary, instead of changing the transformer. The voltage can be boosted, or some arrangement with the company can be made on power bills.

Lack of maintenance leads to power cost losses. Leaks through insulation, functional losses due to worn bearings, too tight or too loose shafts or couplings, etc. It is a good idea to check the motor air gap periodically; if dirt is present, or extra friction is caused by mechanical defects, more power is unnecessarily consumed.

Long lines of motor-driven shafting which are kept running for long periods to operate a light machine

load, can be changed by substituting small group-drives or individual drives, thus saving excessive power charges.

A common cause of power waste is the use of motors too large for the loads carried. Result: motors running at low efficiency and wastefully, besides lowering the power factor in the electrical system. In some plants the power factor can be improved by interchanging motors on different machines. For example, a five-horsepower motor may replace a 10-horsepower motor that is only half loaded. High-speed motors give a better power factor, cost less per horsepower, require smaller replacement costs for bearings, cost less to repair and rewind, are smaller in size and weight.

Proper belts must be selected for machine drives. Shafts and pulleys must be properly aligned. Bearings should be filled with the correct grade of lubricant. Bearing linings must not be worn down so that the shaft rides on the bearings shell, thus increasing the friction load. Maintain proper belt tension; loose, slipping belts create friction, waste power. Over-tight belts shortens the life of the belt, causes bearings to heat, wear out faster and require more power. Oil, grease and water drifting onto a belt will cause excessive slippage and waste of power.

Technical Tips

V-belts don't require as much tension as flat belts for vertical drives, provide better results, less slippage, less power waste. Dampness, leaking pipes, dripping water, acids, excessive humidity or excessive temperature—in time these will deteriorate the insulation of motor windings, causing grounds or short circuits to occur and waste power. Protective light steel covers over such motors are economical.

Motors and starters in dusty locations should be thoroughly blown out every two weeks. Leaking compression valves and piston rings on air

compressors waste much power in recompression and also cause overheating. For waste prevention also keep check on leaking of gaskets, drain valves, relief valves; check pressure gauges and unloading valves.

If you carry steam pressure of 50 pounds or more on the steam boiler, consider use of a steam-driven air compressor and use the exhaust steam for heating drying rooms, hot water, etc. These create real savings of converting "waste" to practical use.

Keep motor-driven water pumps inspected for wear, faulty adjustments, etc. If they are reciprocating pumps, see if the pistons need packing, if cylinder lines are worn, suction or discharge valves broken or out of place, springs broken or weak, valve seats worn, etc.—all of which make for higher power requirements and costs. A pump in which clearances are badly worn will operate only at 50 percent of efficiency, but from outside appearances seems to work well—through requiring 37 percent more power to pump the same amount of water. Here a steam-driven reciprocity pump is recommended if high pressure steam is available and you can use the exhaust steam for heating buildings, lofts, water, etc.

Lighting

Savings can be made in lighting costs. Take an inventory of lighting equipment. Use less bulb wattage where feasible. Replace filament lamps with fluorescents which provide more and efficient light at less cost, plus keeping rooms cooler, require less power load and power consumption.

If lighting circuits are overloaded and additional lights are needed, it is possible to get around this economically. If there are power circuits of 220-440-550 in the vicinity, obtain a lighting transformer. This will provide the correct 110 volts necessary for adequate lighting. I know of one small plant where the power and lighting load have increased in numbers and horsepower over 100

percent and yet the kilowatts consumed have not increased over 25 percent. This was accomplished by swapping motors, installing variable speed drives, gear motors, fluorescent lighting, lighting transformers, adequate maintenance, etc.

Each plant presents its own possibilities for reducing electric power consumption. The foregoing suggestions provide a general outline of how and where to attack the problem. If properly applied the result will show in large load reductions and corresponding reductions in power and light bills.

Engineering . . .

(Continued from page 17)

The firm uses paper-work systems to lighten the burden of supervision and make that supervision more effective and adequate. The firm's production effort is comprised of: (1) receipt of orders; (2) procurement of materials; (3) scheduling the sequence of production; (4) storing materials; (5) execution of manufacture; (6) movement of work-in progress; (7) payment for work; (8) shipping to customers and billing.

When tags of orders are received from a customer, they are sorted according to heel style and covering material. The tags are then entered on the reproducing master control listing. The heel size schedule is entered on each tag in accordance with the approved schedule for that customer's last.

The planning office issues daily schedule sequence sheets stating the order in which cases shall be put into production. Priority is determined by rush lists from customers, lasting room lists from customers, stitching room lists from customers and old orders.

Another method of keeping track of the progress of each order is the control sheet in the covering department. A customer journal for each account is kept in the office. Each order is chronologically entered in the journal. The entry, made on a duplicating machine master sheet, acts as a customer record. Reproductions of the master sheet are also used for payroll checking and for the customer's board on the control sheet. Officials can tell, merely by looking at the customer's board, whether the order was shipped out of the covering department or not. This checking method eliminates a great deal of tracing lost goods.

Monday Planning

Part of every Monday is devoted to

(Continued on page 30)

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PIPING

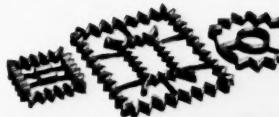
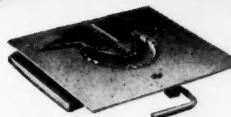
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**FLEXIBLE
INNERSOLE
SPLITS**

How General Shoe Operates

Its Public Relations Department

In an industry lacking public relations activities, one company is outstanding in its leadership in cashing in on the tangible values of public relations.

Of the country's 1200 shoe manufacturing firms, there are not a half dozen that carry a full-fledged public relations department. Public relations may be called the orphan of the shoe industry—neglected, abused, malnutritioned. Only recently has the industry begun to awaken to the practical value of public relations.

Perhaps the outstanding public relations department in the industry today is that of the General Shoe Corp., Nashville, Tenn., a company which in the brief period of 25 years has become one of the world's four largest shoe manufacturers. Public relations is carved into the cornerstone of this progressive firm. In 1924 its founder, James F. Jarman, was part-owner of a shoe firm, was earning around \$40,000 a year. But he

didn't like the way his firm made shoes, nor the way it treated customers and employees, nor the way the officers and stockholders regarded each other.

A Talk With God

One day Jarman got into his car, drove to a small country hotel, told his wife he was going to have "a talk with God" and wouldn't be home until he had an answer. He got the answer. He chucked his \$40,000 job, borrowed some money, built a small plant, the Jarman Shoe Company. He gathered 120 men and women to make and sell shoes, said to them: "We have no gifts except those that come from God, and of these we will freely give to Him. We are going to put this principle to work here—beginning with our employee and our

customer relationships, and with the entire public with whom we have dealings."

Here was the cornerstone of public relations. A million dollars worth of shoes were sold the first year. Last year, a quarter of a century later, \$99,000,000 worth were sold. The specific use of public relations aided this growth—and public relations grew with it. Today General operates 26 plants, including one each in Mexico and Peru, employs 10,000.

Concrete Public Relations

In 1938 the elder Jarman died, was succeeded by his 34-year-old son, Maxey. One of the first steps taken by this vigorous and visionary young executive was the establishment of a full-fledged public relations department. The man appointed for the job

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DERMABATE COMPOUNDS LIQUID EXTRACTS

•
HEMLOCK • OAK • MANGROVE
STAINLESS SUMAC • ORDINARY SUMAC
QUEBRACHO • RAPID TAN "G"
SPECIAL DIPPING EXTRACTS

LEATHER
YESTERDAY, TODAY
ALWAYS

AMERICAN EXTRACT CO.

Manufacturers of the Largest Variety of Vegetable Tanning Extracts

ESTABLISHED 1887

PORT ALLEGANY, PA.

CANADIAN REPRESENTATIVES:

McArthur Chemical Co., Ltd., 20 St. Paul St., West, Montreal;
73 King St., West Toronto

ENGLISH REPRESENTATIVES:

Roy Wilson, Dickson Ltd., 7-8 Railway Approach, London, S. E. 1

was Maxwell E. Benson, a man whose wide newspaper and public relations experience—with particular emphasis on human relations—especially fitted him for the job.

The fact that Benson reports directly to the Chairman and President of the Corporation clearly signifies the top-level importance with which the company regards his duties. On the company organizational chart the public relations post appears at the top policy-making level. Benson admits that his work may be blessed or blasphemed by top management, but whichever the case it results in a good job accomplished.

The public relations department works with everybody—every plant superintendent, every assistant vice-president, every employee. And all lines of action flow through the Chairman's office.

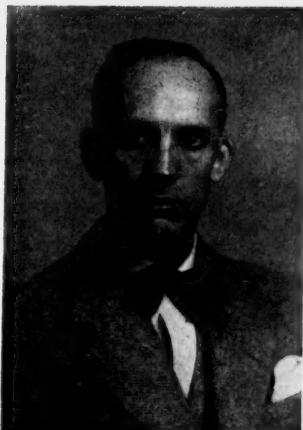
The public relations job here is divided into five main categories: (1) employee relations; (2) plant community relations; (3) customer relations; (4) stockholder relations; (5) press relations.

The Five Publics

General believes that the basis of all good public relations is good employee relations. It stresses that public relations is part of every employee's job. Every supervisor, for example, is specifically trained in public relations applications, and this is passed on to employees. The PR department writes and issues special booklets for employees. For example, one booklet, "General Shoe—A Good Place To Work," which "sells" the company as an institution to the employee.

Each of the company's 26 plants has its own monthly newspaper instead of issuing one newspaper for all plants alike. "The General," as the paper is called, consists 99 percent of employee happenings. In short, company "propaganda" is eliminated. Each paper has its own separate stories, pictures and make-up. Each paper has its own staff of company reporters and editors.

General stresses good relations between its plant people and the people of the community. And here enters Community Relations as a part of the over-all PR program. For instance, a special "Community Edition" shows how the employee and community are inseparable; the superintendent is president of the Lions' Club; the heel scouser is a Scoutmaster; the woman pushing her wire basket around the super-market is spending a part of General's million-dollar payroll in



MAXWELL E. BENSON

General Shoe's Director of Public Relations.

the community. Some 100 leading citizens of the community may receive copies, will write letters of appreciation to the company. Other copies go to all school children and teachers. The basic purpose: to demonstrate the vital social-economic link between General and the Community. It is fine public relations.

A special Customer Relations Di-

rector supervises the cementing of good relations between General and its 20,000 customers.

Now is the stockholder neglected in the PR program. In the past four out of five years General's annual reports to its stockholders have been voted the best in the entire shoe and leather industry in the opinion of *Financial World*. These annual reports are based on the assumption that stockholders want to know about people, policies and products as well as profits. A questionnaire sent out to 4,000 stockholders requesting comments on the annual report brought 1,500 replies, creating an enormous amount of good will.

Press Relations comprises contacts with a national network of general and trade publications. It isn't often a public relations department will try to hush a favorable piece of news, but it happened at General. The company, during the war, sent a cable to General MacArthur, offering to make and send a pair of combat boots for use when MacArthur waded ashore for capture of Japan. MacArthur accepted, but requested military oxfords instead. It was those Jarman oxfords that MacArthur wore aboard the U. S. S. Missouri the day he signed papers accepting the surrender of Japan.

(Continued on page 30)

N. BREZNER
& COMPANY, INC.
BOSTON 11, MASSACHUSETTS
TANNERY - BREZNER TANNING
CORPORATION, PENACOOK, N. H.

Elk and Smooth
in
KIPS and SIDES

TRADEMARK REGISTERED

Brazilian Leathers

Ask

Schlossinger & Cia. Ltda.

Caixa Postal 917

Sao Paulo, Brazil

BUCKLES BY
ORMOND
Roller - Non Roller
Steel or Brass Base
Smooth metal work
formed tongues

Bronze
Copper
Colors

Ormond

New Ideas In Shoe Construction

Off-The-Last-Turn

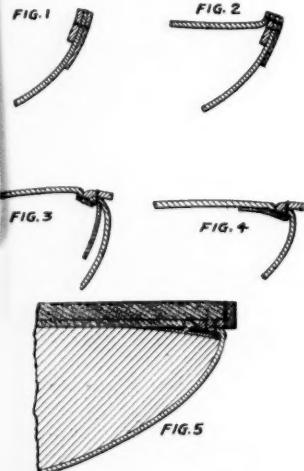
In Figure 5 is a Turn shoe, made off the last and utilizing a light insole, a welt, and a Goodyear-stitched-on outsole.

Figure 1 shows the first step in this process, keeping in mind that this is an inside-out proposition, comprising upper, in the center, welt, on the inner side, and seam-covering flap, on the outside of the assembly.

Figure 2 illustrates the next step of stitching this assembly to a sock lining or insole of light material—all made inside-out, and in the fitting room as cheaply as the California to this point.

The upper turned completely is shown in Figure 3. Here are no other changes save that the assembly in Figure 2 has been turned inside-out, leaving the welt extending outwards and beyond the upper.

In Figure 4 is disclosed how the upper assumes its final shape. At this point one is not sure whether this is accomplished through the insertion of



the last at this stage or whether some other technic is used to so flatten the welt and inseam and the flap laid very flatly over the insole, and so covering the seam bunch. One fact is sure, however, and that is that here is the time at which the last is first used, very similar to the relasting common to conventional Turns.

Unlike the true Turn that has no insole, merely an outsole of heavy

iron, this Turn offers no trouble or loss of time in turning. The chief problem in making conventional Turns is the arduous, slow and skill-requiring task of turning the shoe. Here this is all eliminated.

This new process also makes the shoe easy to repair. The old way to replace to outsole was to nail on another sole; now it is possible to use a pyroxylin-bonded repair sole. But this shoe may be repaired with a new outsole in the same manner as a Goodyear welt; in fact, it is pretty much Goodyear welt. The Turn is actually a variety of the Goodyear welt structure; and when a welt is added to the Turn, the process automatically becomes Goodyear structure.

The flap used to cover up the inseam is a feature that the older type of Turn shoe could use to advantage; for even the best of Turns were "lumpy" unless great care was used in inserting a suitable filler corresponding to an insole.

Figure 5 also indicates the great economy obtained by the need to use no filler between outsole and insole. The seam is on the insides of the shoe, thereby creating no gully that has to be filled. Inasmuch as most shoe bottom fillers shrink away or become absorbed in some way, leaving lumpy sections within the shoe, this new structure gives additional reason for cultivating the Turn.

Inventor: Karl A. Stritter, Nahant, Mass. Pat. No. 2,469,482.

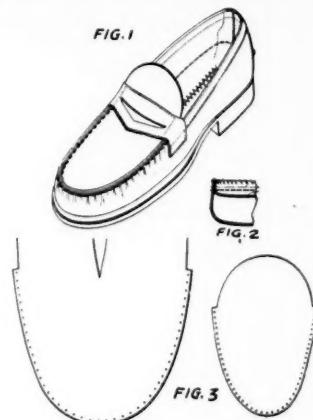
Improved Moccasin Vamp

Figure 1, illustrates in finished form a new moccasin improvement—a simple method of making a sturdy moccasin vamp without the use of skiving, assembling, and cementing, now so common in prevailing techniques in this structure.

The main idea is illustrated in Figure 2, showing actually two rows of stitching, the top row by hand or possibly one of the machines, as Osann, that stitches in an overcast manner. The inventor recommends hand stitching in this case. That the vamp and plug are first stitched along the top edges without the use of cement and other methods of assembling stands out fairly obviously. And the dotted lines beneath this top stitching indicate the point of trim-

ming off the surplus after the lower machine stitching has been done.

Figure 3 shows the method of pre-perforating the edges of both vamp and plug. Note that the holes in the edges of the plug are much closer together than those in the vamp, thus to tuck away the vamp surplus in the assembling of these parts, not unlike a wiping action on the lasting



machine to dispose of the stock evenly. In short, this is a clever method of exactly distributing the surplus vamp leather in lasting in the plug.

The foregoing demonstrates that this type of shoe can be made off the last, no lasting required.

Another point is how the top stitch illustrated in Figure 2 is trimmed down to the dotted line. This is done by one of the several machines for this work. However, some have used a post machine knife, some a machine not unlike the old Turn trimmer in appearance; and others have used a kind of edge trimmer arrangement.

This process might be improved by the use of the vamp molding machine made for this very work. This would eliminate the slight wrinkle or take-up of the vamp stock visible just below the stitching.

This also does away with the need for a hand-sewn moccasin vamp, which though pleasing in its custom look, has given trouble after a short period of wear. The machine-stitched moccasin will outlive the hand-sewed.

Inventor: Harry Phillips, New York City; Pat. No. 2,472,265.

Leather MARKETS

**Leather market generally firm-
er, selling active. Sole leather does
well. Calf prices steadier; lighter
weights widely wanted. Suedes
steady.**

Sole Leather

Considerable more activity reported in Boston sole leather market. Stronger hide prices reflected in selling price of leather. Sales which lagged last week due to higher prices show encouraging upswing as tanners find demand for leather soles growing. Light bends widely wanted though supply limited; sell from 62-64c generally with some specials sold at 65c. Mediums and heavies more active.

Light Bends: 62-65c

Medium Bends: 60-62c

Heavy Bends: 58-60c

In Philadelphia, Sole leather tanners report that excepting for findings, business has improved. The leather market is hard. Hide market is stronger, hides having gone up to .22, and this always seems to have a good effect on the local tanning business. Sole leather has been much better this past week than for quite a while. Factory bends are selling well—medium and heavy at 56 and light at 63. The demand for shoulders—heads-on is great. Heavies sell at 44c and lights at 42c. Bellies and heads are scarce, as tanning on them was curtailed, but what they have sell at prices which are firm. Findings are reported

as extremely poor. With an occasional exception, tanners say that findings have been bad all season and show no indication of improving. The general picture in sole leather is an improved one, with the exception of findings.

Sole Leather Offal

Despite continued hand-to-mouth buying in Boston market, dealers find situation favorable. Whereas buyers were able to force market earlier in year, tanners now hold upper hand. Shoe manufacturers with low leather inventories must replenish stocks on tanners' terms. Result: dealers are able to sell fairly close to quotations. Bellies active with steers selling up to 35c, cows up to 33c. Good demand for single shoulders with heads on; lights bring up to 40c, heavies up to 41c. Double rough shoulders do well at 53-58c; weltng stock slow at 55c and down, waist belt stock active up to 58c. Heads firmer with some sales reported up to 21c, bulk of selling at 18-20c. Shanks also do better. Bellies: 33-35c; Cows 31-33c. Single shoulders, heads on: Light, 41-46c; Heavy, 37-40c. Double rough shoulders: 53-58c. Heads: 18-20c. Fore shanks: 23-25c. Hind shanks: 25-26c.

Welting

Welting manufacturers feel the pinch of a stronger leather market and welting owed at old prices. Today regular Good-

LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1948 HIGH
CALF (Men's H.)	90-1.10	90-1.10	97-1.14	130-1.48
CALF (Women's)	80-1.00	80-1.02	95-1.09	130-1.48
CALF SUEDE	1.00-1.15	1.00-1.15	1.00-1.30	145-1.90
KID (Black Glazed)	70-1.00	40-60	60-85	70-90
KID SUEDE	60-88	40-60	60-85	70-90
PATENT (Extreme)	48-56	48-56	50-58	76-82
SHEEP (Russet Linings)	18-22	18-22	19-22	23-25
KIPS (Corrected)	54-58	54-58	58-61	70-75
EXTREMES (Corrected)	40-46	45-52	48-52	60-65
WORK ELK (Corrected)	41-46	43-48	51-54	56-60
SOLE (Light Bends)	62-65	62-64	71-76	90-95
BELLIES	31-35	32-35	38-40	44-47
SHOULDERS (Dble. Rgh.)	53-58	50-55	60-63	77-80
SPLITS (Lt. Suede)	37-43	37-43	40-45	41-45
SPLITS (Finished Linings)	20-23	20-23	24-26	27
SPLITS (Gussets)	17-19	18-19	20-21	21-22
WELTING (1/2 x 1/8)	8	7 3/4	9- 9 1/2	11-11 1/2
LIGHT NATIVE COWS	23-25	23-24	27 1/2	33

All prices quoted are the range on best selection of standard tannages using quality rawstock.

THE OHIO LEATHER CO.



Calfcolors

BLACK JETTA CALF
WASHETTE
White and Colors

OHIO LEATHER CORP. Boston
 • 87 South St.
 THE OHIO LEATHER CO., INC. New York City
 • 2 Park Ave.
 ARTHUR S. PATTON LEATHER CO. St. Louis
 • 1402 Locust St.
 LIEBMAN-CUMMING San Francisco
 • 718 Mission St. (Pacific Coast and Orient)
 EDGAR A. HERTZ One Chestnutfield St., Mayfair, London W.1, England
 (Export Director)

Tannery and General Offices
GIRARD, OHIO



year stock, $\frac{1}{2}$ by $\frac{1}{8}$ inches, brings about 8c. Makers say it should bring more. Demand is fair to good but, as mentioned above, much is owed against old orders and this helps keep prices from finding what welting manufacturers regard as a fair level.

Specialty welting continues very active. Synthetics find plenty of new business from regular users.

Calf Leather

Stronger tone evident in Boston calf market. Recent strengthening of raw-stock prices helps firm leather prices. Demand generally improved, especially for lighter leathers. Although tanners look forward to Leather Show as deciding factor, most report sales better, outlook good. Women's weights do well all along the line; middle and better grades selling

well in contrast to recent weeks. Some interest noted in colors with tanners expecting far more at show. Better grade men's weights widely wanted; lesser grades find more resistance. Suedes fairly active.

Mens' weights: B 90-1.05; C 85-1.00;

D 75-94; X 70-84; XX 60c.

Women's weights: B 85c-\$1.00; C 80-92c; D 77-89c; X 65-81c; XX 55-65c.

Suede: \$1.10-1.20; \$1.03-1.10; 90-93c.

Kid Leathers

Philadelphia kid tanners report that black glazed is selling quite well. However, the demand seems to be mostly leather for mens shoes, in the heavier weights. There is some demand by manufacturers of women's shoes. Shoe manufacturers are buying glazed at

prices from 25 to 80c. Higher ranges are not selling well.

Black is still most active in suedes, and sells at prices which are firm. Aside from brown in glazed and suede, there is little or no activity in colors.

Some tanners, who manufacture sat-in mats, report that this has had rather a good market in black for women's Fall shoes. It goes into a high priced shoe. There is no change reported in slipper kids. Linings continue to be only fair.

Although many tanners have curtailed production in an effort to force a reduction in the rawskin market, this has not happened. There has been very slight decrease in prices in some goatskins, but not enough to make any real difference to the kid leather tanners. Prices continue to be kept up by European competition.

Glazed 25c-50c; 50c-80c; \$1.00-1.10

Suede 40c-50c; 50c-88c

Slipper 40c-55c

Linings 30c-50c

Satin mats 50c-\$1.00

Boston kid market continues slow. Whatever new business reported is in cheaper grades. Good demand for black suede with brown also wanted. Buying, however, is concentrated in cheaper grades at 50c and down. Limited supply of these grades but buyers pay little attention to higher-priced grades. Black and brown glazed find some interest but mostly in cheaper grades at 55c and down. A few good glazed sales reported above 60c but general activity is below that. Tanners expect to do well with colors at Leather Show. Slipper kid somewhat more active up to 50c. Linings spotty with most sales made at 25-36c.

EXPERIENCE DICTATES THE USE OF SETON LEATHERS

DURONA
DUDEROO

WHITE
ZEPHYR BUCK
Sides & Kips

SETON
PATENT

SETON LEATHER CO.
Newark 1, New Jersey

MURRAY
Fine Leathers

A complete line of quality
Kip, Extremes, & Side Leathers

MURRAY LEATHER CO.
WOBURN, MASS.

FINE CALF
FINE KIPS
FINE SIDES

Splits

Suedes the big seller here. Black and brown lead colors. Best tannages sell up to 43c; others move at 41c and down. Good interest reported in work shoe splits at 30c and down. Retan sole splits fairly active at 30-40c. Gussets do well; bulk of sales made at 17-19c. Finished linings somewhat slower with best sales made at 22c and down.

Light suede: 36-43; 34-41; 32-38

Suede heavy: 44-47; 42-44; 39-41

Retan sole: 38, 35, 33, 30

Finished linings: 18-20; 20-22; 22-23

Gussets: 17-18-19c

Side Leathers

Prices hold firm, selling active in Boston side leather market. Better tannages still do most business with cheaper tannages moving fairly well. In-between grades continue slow. Good demand for heavy aniline types with bulk of sales on corrected extremes made at 56c and down. Regular finish chrome tanned corrected kips active at 58c and down. Regular finish corrected extremes bring 40-46c for standard tannages; volume tannages sell considerably lower. Sales of large sides still not up to tanners' expectations. Some pick-up in work elk with sales reported up to 46c.

Heavy Aniline Extremes: B 52-56;

48-51; X 42-44c

Corrected Kips: B 50-58; C 48-56; D

46-54; X 41-47c

Corrected Extremes: 40-46; 38-44;

36-42; 33-39c

Corrected Large: 39-43; 37-41; 35-39;

32-36c

Work Elk: 42-46; 40-44; 38-42; 36-40c

Sheep Leathers

"No change in Boston market," say tanners. Sales continue good, prices hold firm. Tanners continue to ask from 1¢ to 2¢ higher on several grades of russets but best sales made below this. Russets in good demand; buyers pay up to 22¢ for boot linings, from 14-20¢ for shoe linings. Colored vegetable linings do fairly well at 17-21¢. Chrome linings in demand with good sales reported up to 26¢. Hat sweats not too active. Garments slow.

Russet linings: 22, 20, 18, 16, 12, 10¢
Colored vegetable linings: 22, 20, 18, 16, 14¢

Hat sweat: 26, 24, 22, 20¢

Chrome linings: 28, 26, 24¢

Garment suede: 26, 24, 22¢

Garment grains: 22, 20, 18¢

Bag, Case and Strap

Since the 2-cent price reduction just a week ago, bag, case and strap leather tanners here in the Midwest have noticed a decided improvement in volume trading, although the margin of profit has not been as great.

Tanners had anticipated this price decline for quite some time, and according to their opinions now, if they had only known at the time previous to the reduction, that sales would increase, they would not have been so reluctant to make the reduction. Meanwhile, their list prices are unchanged from a week ago. The lower quality grades continue to be the best sellers.

2 ounce case: 42, 39¢

2½ ounce case: 45, 42¢

3½ ounce strap: 53, 50¢

4 ounce strap: 56, 53¢

5 ounce strap: 60, 57¢

Belting Leathers

Philadelphia belting leather tanners report that business has picked up. Small orders are coming in with satisfactory regularity. The volume is sufficient to consider business improved and to show indication of increased business in the near future. Medium and light weight shoulders are selling well at 55¢. Waist belting is very busy. There is a short supply of double shoulders in demand by manufacturers of waist belts. Prices are firm. The general picture of belting leather is good, and tanners are optimistic about possibilities of an improvement in the near future. Curriers report that bus-

iness in August has been a shade better than July, for factory belting. August usually shows a seasonal pickup since vacation time is drawing to a close and factories are starting up again. This is expected to continue at least into September when more factories reopen in New England. However, curriers still consider it a buyers' market. Although official list prices haven't changed for six weeks, they will make adjustments on some items in order to complete a sale.

Waist belting is still the most active curried line.

CURRIED BELTING

	Best	2nd	3rd
Bend Butts	1.14	1.10	1.06
Centers 12-24"	1.43	1.33	1.23
Centers 28-30"	1.33	1.28	1.21
Wide sides	1.04	1.00	.93
Narrow sides	.96	.92	.83
(Ex. lights 10¢ more; lights 5¢ more; ex-heavies 10¢ more)			

BELTING LEATHERS

No. 1 Ex. heavy	\$.89
No. 1 Ex. light	.98
No. 2 Ex. heavy	83-84
No. 2 Ex. light	92-95
No. 3 Ex. heavy	.79
No. 3 Ex. light	.88

Glove Leathers

In spite of the strike, there seems to be no shortage of leather in Fulton County. Glove shops are operating at their usual pace. Glove buyers are not particularly concerned about a possible shortage of gloves and refuse to be stampeded into placing orders. In the meantime there are no signs of a settlement on the strike front. From the tanners point of view, the fall business has already been killed. A settlement at this point would be of no particular help for this year's business. It looks like a long struggle.

Garment Leathers

Garment leather tanners in the Midwest report they are receiving late orders for the Fall and Winter seasons that heretofore were thought to be "dead" accounts. This, in turn, has led prices to hold to their steady levels of 26¢ for men's garment suede, 22¢ and down for grain garment, and up to 26¢ for grain garments in high colors. With these new orders trickling in, and the fact that raw materials continue to hold firm, tanners report no change in their price listings. The same holds true of horsehide leathers, which are quoted on an average of 35¢, with the very best up to 38¢.

DEATHS

Erwin A. Seidel

... 54, president of Seidel-Thiele Tannery, Inc., Milwaukee, Wis., died Aug. 11 at Milwaukee hospital after a week's illness. Seidel previously ran his own leather business and has been president of the firm for the past five years. He was born in Milwaukee and graduated from the University of Wisconsin and Pratt Institute.

Surviving are his wife, Eleanor; two sons, Peter and Stephen; a sister, Mrs. Richard Gaenslen; and three brothers, Arthur F., Edmund, and John, all of Milwaukee.

Roy A. Kidney

... 76, former president of the old wholesale leather firm of Lytle & Weeman, Toledo, Ohio, died recently at his home there. Kidney joined the firm in 1889 in the bookkeeping department and worked his way to the top until his retirement in 1937. Later he became associated with the Reliable Belting & Transmission Co., remaining active until a recent illness. Kidney was born in Cleveland but spent most of his life in Toledo.

Frank C. Spinney

... 85, retired Lynn shoe manufacturer died Aug. 12 at his home in Lynn, Mass. For 30 years, Spinney was associated with the shoe manufacturing concern of Faunce & Spinney whose "Patrician" shoe for women was world-famous. The company liquidated in 1918. His wife, Josephine, survives.

George B. Quinn

... 80, former shoe pattern designer, died at his home in Philadelphia on Aug. 7 after a long illness. For many years he was a partner in the firm of Quinn and Updyke, shoe designers. Upon the death of his partner, he founded the firm of Quinn and Redden. He retired 10 years ago. His wife, Lottie, survives.

The advertisement features a stylized logo with the word "GREENEBAUM" in a bold, serif font above a large, flowing script "Greenebaum". To the left of the main text, the letters "by" are written vertically, with a small circular emblem containing a stylized letter "G" positioned between them. Below the main text, the word "VEGELEEN" is prominently displayed in a bold, sans-serif font. A curved banner below "VEGELEEN" contains the text: "For the over-all demand for deep-toned, aniline finishes on full-bodied combination tannage, our Vegeleen is acclaimed superior." At the bottom, the company name "J. GREENEBAUM TANNING COMPANY" is printed in a smaller, all-caps font, followed by "CHICAGO MILWAUKEE BOSTON".

LABOR NEWS

Guaranteeing that no contract will be signed "except with an American union of the workers' choosing," the Fulton County Tanners' Association in a letter to all its workers repudiated the Fur & Leather Workers' Union, CIO as bargaining agent in this, the fifth week of an admitted lockout of more than 1,000 tannery workers of 18 firms in Fulton County, N. Y. Stating that it would never again deal with the Fur & Leather Workers Union, CIO, "or any other Communistic Union," the Assn. advised the workers to attach to some other union with good American leadership as the Association recognized the need of a union to protect workers' interests as well as its own.

The Boot & Shoe Workers Union, AFL, has demanded that St. Louis specialty shoe manufacturers grant worker-members a 15-cent hourly wage increase in addition to a pension and hospitalization benefits. The new demand came as a surprise to manufacturers since the Taft-Hartley Law stipulates that notice of new demands must be given 60 days in advance. The present contract expires on Sept. 1.

Manufacturers have indicated that they are willing to meet with union officials after Labor Day. The union won a five-cent pay increase and two additional paid holidays last year after demanding a 15-cent raise. About 8000 workers employed by 18 manufacturers are affected. International Shoe Co. and Brown Shoe Co. both have contracts expiring at a later date and are not directly affected by the recent demands.

Belbar Trunk and Bag Co., Woodbury, N. J. closed down this week after it claimed that its union contract left the firm "unable to sell our mer-

chandise on a breakeven basis, let alone at a profit in competition with manufacturers of other sections of the country where labor agreements provided them with a competitive edge."

The plant, manufacturing bags, luggage and leather goods, was Woodbury's largest industry, employing some 275 persons with a weekly payroll of \$12,000 until a tapering off in production recently. It was opened in 1891. Plant workers are represented by Local 61, Luggage Workers Union of Philadelphia, AFL, and worked on a 37½ hour week or 6¼ higher wage scale than paid under a 40-hour week by luggage manufacturers outside the New York, Newark, Philadelphia area.

The cut sole local of the Brotherhood of Shoe and Allied Craftsmen, Brockton, has signed a new contract with cut sole manufacturer members of the Associated Shoe Industries. The contract, retroactive to Aug. 1 and effective until March 15, 1951, calls for the wages now prevailing with a six-months re-opening clause. Vacation pay is guaranteed on a percentage basis with two percent up to five years and four percent after that. The local has threatened to go on a three-day week.

The National Labor Relations Board has dismissed a petition filed by the Boot and Shoe Workers Union, AFL, following issuance of a Revised Tally of Ballots revealing that no collective bargaining agent has been selected in an election held May 26, at the Carrollton, Mo. plant of International Shoe Co. Production and maintenance workers there cast 28 votes against the union, 27 for and two challenged.

Shoe workers at the Penobscot Shoe Co. and Old Town Shoe Co., both of

Old Town, Me., returned to their jobs this week after a strike lasting nine weeks. Work was resumed pending further negotiations between company officials and United Shoe Workers of America, CIO, for a new wage contract. Some 300 workers in both plants are affected by the action proposed by the state board of conciliation and arbitration.

PERSONNEL

▲ Kenneth W. Payne has resigned as vice president and director of S. Waterbury & Son, Inc., Brooklyn footwear manufacturers.

▲ John E. Graham will represent Haley Cate Co., Inc., Everett, Mass. manufacturers of shoe bindings and strippings, in upper New York State. Graham has covered the territory for the past 35 years and maintains offices in Rochester and Binghamton, N.Y. His two sons are associated with him.

▲ Arthur Deich, owner of Channell Shoe Co., New York City, has been appointed general manager of Burkhardt Shoe Co., St. Louis. Deich is closing the Channell Co. and Burkhardt will manufacture the Channell line. Deich succeeds Paul G. Williams, Sr., who resigned to devote full time to his plant, Sons Shoe Co., at Bonne Terre, Mo.

▲ Walter P. Michels of Fred F. Michels & Son, New York City, has been appointed Metropolitan New York agent for Bissell Leather Co., Salem, Mass.

▲ Louis Halpern has taken on the line of J. W. Carter Co., Nashville, Tenn. Halpern is showing the firm's complete line of men's and boys' dress belts retailing from \$5 to \$10 at his office at 186 Lincoln St., Boston. Ed Kashian, former owner of Reid Shoe Co., Boston, is now associated with Halpern.



CHARMOOZ
THE PERFECT SUEDE LEATHER
BLACK AND COLORS
AMALGAMATED LEATHER CO.'S. INC.
DELAWARE

the INSIDE story of all good shoes

GEILICH LEATHER CO., TAUNTON, MASS.

GEILICH
LINING LEATHERS

HIDES and SKINS

Packer hide market active; 90,000 hides sold during week. Prices stronger. Small packer and country hide markets quiet. Calfskins not active.

Packer Hides

Considerable business again highlighted the packer hide market, with trading coming to better than 90,000 hides, prices unchanged to 1c higher, depending upon the selection. The activity at higher money came as somewhat of a surprise to the trade, most sources feeling that sellers would do well to be able to hold the market steady this week.

Business was largely branded steers, light cows, and branded cows, although substantial amounts of other selections moved. Branded steers were 1c higher across the board, light cows steady, and branded cows up 1c, depending upon the comparison. Other selections showed slight advances, heavy native steers about 1c, light native steers 1c, extreme light native steers 1c, and bulls 1c. Heavy cows were fractionally higher for some points of production.

Small Packer Hides

While the big packer market showed strength this week, contrary to much common belief, small packer hides continued their pattern of easiness, not so much in terms of price, but more in terms of activity. While buyers were willing to go along with the market to the extent of 20% to 21c selected for 48/50 lb. average allweight native steers and cows, insofar as price ideas are concerned, they are not doing any buying at that price, mainly because they feel they do not need the hides.

The best demand in the small packer

market is being shown for the lighter average weight hides, those around 42/43 lbs. average, or those even lighter, around 38/40 lbs. average, from Southwestern points. Up to 25c selected has been paid for 38 lb. average good quality Southwestern small packer hides. Offerings of this kind of hide are few and far between, however.

The market is spotty. Much depends upon the developments in the big packer market during the next few weeks as to what will happen in the small packer situation. Chances are, traders say, that the market has seen its' peak for this season, and that prices will either hold fairly steady or taper off again with the coming of the more undesirable fall and winter hides.

Packer Calfskins

Packer calfskins were very quiet this week. Sellers confined themselves to kipskin trading and hide business, doing little with the calfskins, which, for the most part, are in short supply anyway. The light calf market is still very strong, with heavy calf in a good position, but hardly as strong as the lights. Lights are in the shortest supply of the calf selections.

Quotations for packer calfskins are unchanged at 60c for Northern light calfskins, under 9½ lbs., new trim basis, with the heavies quoted around 50½c, newtrim basis. Riverpoint production is figured at 40c for heavies and 50c for lights.

New York trimmed packer calfskins are quoted at \$3.50 for 3 to 4's, \$4.00 for 4 to 5's, \$4.50 for 5 to 7's, \$5.10 for 7 to 9's, and \$7.00 for 9 to 12's.

Packer Kipskins

The packer kip market saw considerable activity this week, prices generally 2½c higher. About 33,500 mixed Northern and Riverpoint kipskins and overweights sold at 45c for nat. kip,

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	23 - 24	23 - 24	19 1/2	29 1/2
Ex. light native steers	29	28 1/2 - 29	27 1/2 - 28	30 1/2
Light native cows	23 - 25	22 1/2 - 25	23 - 24	27 1/2
Heavy native cows	22 - 23 1/2	22 - 23	20 - 22	26
Native bulls	16 1/2 - 17	16	16 - 16 1/2	17 1/2
Heavy Texas steers	19 1/2	19 1/2	18 1/2	26
Light Texas steers	21 1/2	21 1/2	20	26 1/2
Ex. light Texas steers	25 1/2	25 1/2	24	28 1/2
Butt branded steers	19 1/2	19 1/2	18 1/2	26
Colorado steers	19 1/2	19	18	25 1/2
Branded cows	21	20 1/2	19 1/2 - 20 1/2	25 1/2
Branded bulls	15 1/2 - 16	15	15 - 15 1/2	16 1/2
Packer calfskins	40 - 50 1/2	40 - 50 1/2	42 1/2 - 47 1/2	40 - 55
Chicago city calfskins	35	35	30 - 35	35
Packer kipskins	45	42 1/2	45	37 1/2
Chicago city kipskins	28	26 - 28	28 - 30	28

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Aug. 17	Close Aug. 10	High For Week	Low For Week	Net Change
September	20.91	19.94	20.62	19.60	+ 7
December	20.24	20.15	20.25	19.85	+ 9
March	19.95B	19.80B	19.90	19.60	+ 15
June	19.70B	19.60B	19.45	19.45	+ 10
Total sales, 184 lots					

Linco

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FORMULAS

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HELP YOU MAKE BETTER
LEATHERS AT LOWER COST"

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2171 S. First St.,

Milwaukee 7, Wis.

and 40c for native overweights, while about 5,000 straight Northern production, St. Paul and Chicago, kip and overweights sold at 47½c and 42½c. The market is strong, due partially to good demand and insufficient supplies.

Prices on New York trimmed packer kipskins are quoted at \$8.25 for 12 to 17's, and \$9.00 for 17's and up.

Country Hides

Country hides are still very easy. Sellers have little to offer, but even in spite of this the buying interest is very light. Price ideas continue around 16½ to 17c flat for trimmed allweight 1's and 2's, FOB shipping points, for averages around 48/50 lbs. The lighter hides will bring higher money, perhaps to 18c flat trimmed, but there is nothing much being looked at at the present time. Renderer hides are quoted about 1c less, according to weights and quality.

Country Calfskins

The country calf market is holding quiet. Prices are around 25c nominal for allweight untrimmed skins, with city untrimmed allweights figured around 35c. These prices are purely nominal, however, as nothing has been done recently to test the market.

New York trimmed collector calfskins are quoted at \$2.75 for 3 to 4's, \$3.05 for 4 to 5's, \$3.55 for 5 to 7's, \$4.50 for 7 to 9's, and \$5.85 for 9 to 12's.

Country Kipskins

Country kip, like country calfskins, is very quiet. There is little being looked at in this market, but offerings are rather numerous. City untrimmed skins are nominally figured at 28c, while country untrimmed skins are figured at 21 to 22c.

New York trimmed collector kipskins are figured at \$7.00 for 12 to 17's and \$8.00 for 17's and up.

Horsehides

Horsehides are holding very strong, some talking up to \$10.50 in the paying market for 60 lb. trimmed Northern and Midwestern production hides. However, other traders claim that business between regular account buyers and sellers is in a range of \$9.50 to \$10.00 for 60 lb. hides, perhaps more

on the heavier lots. Untrimmed hides are about 75c more. Fronts are quoted at \$7.50 for good No. 1 Northerns, with butts quotable around \$3.50, basis 22 inches and up, FOB shipping points. Slaughter of horsehides is practically nil, with other production very low as well.

Sheep Pelts

The pelt market is very quiet. Shearlings are slow, little being produced, with prices holding steady. Lamb receipts have been very small at all yards, which gives sellers little to do business with. Prices are just about unchanged for all selections.

Goatskins

For the most part, trading in goatskins is limited to small lots here and there. Large buying is not evident. With U. S. kid tanners holding their operations down, the demand for skins is proportionately less. European buyers continue to be the supporting influence in the world market and U. S. tanners cannot compete so far as price is concerned.

In the India market, 1200 lb. Amritsar type skins are held at \$12.00 to \$12.50 per dozen. Asking prices of \$12.25 to \$12.50 per dozen are declared for Southerns, Deccans and Coconadas, c.&f. basis 1.70-1.80 lb. skins.

A little business is taking place right along on Bati skins; a mixed situation exists with some offerings reported at \$14.50 to \$14.75 per dozen c.&f. with some asking \$15.25 to \$15.50.

Dry Sheepskins

No new developments regarding the strike in Fulton County. No further joint meetings have been called and while some demonstrations were put on by the men, the tanners seem to hold firm to their stand. Those tanners who can operate, are mostly interested in spot skins but as relatively few available, trading is restricted.

Latest reports from Australia state that at the Sydney auctions, 193,600 skins were offered and compared with the June 17 sale two inch wool and up merinos and comebacks were 2-4 pence Australian currency higher while lambs were irregular to two pence lower and all others one to three pence lower. At the Melbourne auctions, which preceded the Sydney, 17,000 skins were offered, fine wooled skins 1½-1¾ pence higher while the 50s and

shorn wools, ¾ pence up. Selling quarters here state that buyers have slowed up their operations as they are unwilling to follow latest advances asked by shippers at origin. It would seem that sellers are unwilling to accept any counter bids.

Shearlings are firm but activity seems to center around the South American descriptions as offerings of Capes and Australians have been limited and when made, usually at prices above the ideas of buyers here. Cables from the Cape state that shippers have relatively small unsold stocks available and seem to have other outlets where they are realizing prices in line with their ideas of value.

A good export business said to be going in Peruvian slats but as stocks are said to be well sold up, offerings only at sharp advances.

Reptiles

Alligators and crocodiles are firmly held in the various primary markets and while there is more interest developing here, buyers are slow to follow the prices asked by shippers. On latest offerings from Siam, crocodiles, 12 inches and up, 90/10 selection held at \$1.25 an inch with number twos at two-thirds price. Madagascar alligators, averaging 32 centimeters said to have sold at \$1.30 an inch, f.o.b. Buyers here claim they cannot meet these prices compared with what they can realize for their leather. Madras bark tanned whips are firmer with sales of 4 inches up, averaging 4½ inches, 70/30 selection at \$1.02-1.05 and up to \$1.08 asked while 4 inches up, averaging 5 inches sold at \$1.07 for shipment and up to \$1.15 asked for stock afloat. A combination offering noted of whips and cobras, 4 inches up, averaging 4½ inches, 70/30 selection, at 85½c. Calcutta ramgodie lizards, averaging slightly over 14½ inches sold at 17c an inch. Siam molurus pythons, 20/30 centimeters, 90/10 selection, held at \$1.40 per meter but no business as very little interest. Very few offers of aers and chouyres except small sizes. Some 6/8 inch aers available at 12c. Brazil market nominal due to lack of offerings. Argentine ampalaguras held at \$1.65. According to reports, operators expect a big reptile spring season.

Deerskins

Brazil 'Jacks' are strong as very few offers being made due to sellers well sold up position. Some Paras were held at 60c f.o.b., basis importers.

WINSLOW



NORWOOD

MASS.

KIDDIE CHROME
FULL CHROME TANNED
LAMBSKINS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE STREET • CHICAGO, 173 NO. FRANKLIN ST.

WANT ADS

ADVERTISING RATES

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situation Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Wednesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Special Notices

Wanted to Purchase

1 Woburn heavy duty Setting Machine
Type B 72"
1 Baker-Layton Double Roll Setting
Machine 72"
Must be in good condition
Address G-27,
c/o Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

Business Opportunities

WANTED—A dissatisfied leather manufacturer with some equipment and enough pioneering courage to move to a southern city where conditions are such that he can make leather for about one half the price it takes in the north. Replies confidential. Address H-16, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Wanted

Tannery, equipped for one thousand sides per day in drum or paddle tanning. Please send all particulars.

Address H-14
c/o Leather and Shoes
20 Vesey St.
New York 7, N. Y.

Lines Wanted

Salesman calling on shoe factories in St. Louis area desires additional lines. Good connections. What have you?

Address H-17
c/o Leather and Shoes
300 W. Adams St.
Chicago 6, Ill.

Help Wanted

Shoe Factory Superintendent

Superintendent in moderate size factory in Western leather making. Must be high grade welter. Preferably from midwest area. Excellent opportunity for a high grade experienced shoemaker, ability of handling help and experience in operating machines. Ideal working conditions. Pension, Hospitalization and Group Insurance. State experience, age, reference and salary expected. Address H-11, c/o Leather & Shoes, 300 W. Adams St., Chicago 6, Ill.

Maintenance Foreman

Wanted: Foreman capable of taking charge and supervising maintenance department for a large eastern sole leather plant. Must have extensive knowledge and background of maintenance work together with a knowledge of building erection and blue print reading. Write full qualifications and past work history together with references and salary expected. All replies will be held strictly confidential. Address H-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Wanted—Suede Tanner

EXPERIENCED MAN for goat and sheep. Must be excellent technician and good production man. Excellent opportunity. State age and full qualifications.

Address H-9,
c/o Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

Tanner

SPLENDID OPPORTUNITY for fully capable Side Upper Leather Tanner in Canada. Must be well qualified.

Address H-4,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Salesman Wanted

Chemical Company wants top notch salesman with thorough knowledge of leather tanning and finishing to solicit business on all types of fat-liquors and binders as well as other specialty compounds. Preferably a man well acquainted with the trade. Address H-13, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Salesman-Demonstrator

WELL ESTABLISHED leather finish manufacturing firm is interested in a salesman and demonstrator having good connections with the Midwestern tanneries of calfskins, side leathers and splits. Excellent opportunity for the right man to cover the above territory. Address H-15, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

WANTED

Dyes—Chemicals—Extracts
Bichromates—Oils—Waxes
Greases—Residues
By-Products—Wastes
CHEMICAL SERVICE CORP.
80-02 Beaver St., New York 5, N.Y.

FOR SALE

SOLE LEATHER TANNERY

OFFERED BY OWNER, COMPLETELY EQUIPPED FOR IMMEDIATE PRODUCTION

CAPACITY: 900 HIDES PER DAY

This valuable property consists of 6 brick and 10 wood buildings totaling 275,000 sq. ft. Land area, 41 acres.

All buildings completely sprinklered.

Connected by ample sidings to main line of Southern Railway.

LOCATION: MORGANTON, N. C.

Vats are full of liquors.

Extensive recent improvements, including complete new rocker system.

Ample experienced help available.

Low power and water rates.

Direct inquiries are invited and detailed explanatory data will be supplied upon request.

INTERNATIONAL SHOE COMPANY

TANNERY DIVISION

• 1509 WASHINGTON AVENUE

• ST. LOUIS 3, MO.

Chemist—Finisher

Metropolitan N. Y. manufacturer seeking practical man experienced in the manufacture of water soluble pigments, dyes, coloring materials, binders, etc. and capable of assuming complete responsibility for department. Should be familiar with problems of finishing various types of leather. An unusual opportunity for the right party. Address H-19, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Situations Wanted

Finisher—Tanner

Finisher with good background in tanning; many years experience as supervisor with full responsibility, familiar with all types of commercial leathers, including fancy leathers. Known merchandising, seeks suitable connection. Address H-18, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Supervisor of Splitting

RELIABLE, EXPERIENCED MAN desires position as supervisor. Liquid or bark tan, whole hide or side skin. Best references.

Address H-10,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

A PLACEMENT BUREAU

for Salesmen, Superintendents, Foremen, Chemists, Sales Managers and others.
We have positions open, also qualified men for positions you may have open.

AL HOWE SERVICES, Inc.

(A Management Service)
5629 W. 63rd St., Chicago 38

Wisconsin

• Irving Margolin Shoe Corp., Milwaukee manufacturers of women's playshoes, was recently organized by Joseph, Max, Irving and Morris Margolin.

• Huth-James Shoe, Inc., Waupun shoe manufacturers, have moved office and warehouse to the corner of 2nd St. S. and W. Washington St., Milwaukee.

California

• Referee has approved the Chapter XI petition of Supreme Shoe Co., Los Angeles footwear manufacturers and has continued debtor in possession without appointment of a receiver.

• Abe Needleman & David Bleich, San Pedro retailer of women's footwear is reported to have filed a voluntary petition in bankruptcy.

Engineering . . .

(Continued from page 19)

a discussion of the backlog of work for each department. Officials of the company meet with the sales manager, superintendents and those foremen whose departments are involved. Schedules are set, problems are analyzed and met. This conference keeps everyone informed and makes for real cooperation and coordination.

The system of checks and balances, the attempts at self-improvement at the New England Wood Heel Company cost money. But the company has discovered the value of wise investments.

The efforts of the firm have already shown results. Immeasurable working time has been saved through the elimination of a lot of unnecessary tracing of lost goods and supplies. The amount of handling has been considerably reduced and production control has minimized in-the-work back-tracking. The paper work now utilized gives the foremen a more accurate knowledge of production loads and progress, and thus allows them more time to devote to the supervision of quality, quantity and technique of production. Better employee reaction has been observed, particularly in the covering department where the burden has been considerably lessened by the firm's alterations.

A reduction in production costs certainly means better business. The New England Wood Heel Company has seen that this program of self-betterment is an eternal one and that eternal vigilance is the price of industrial progress.

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General Shoe . . .

(Continued from page 21)

The company sought no publicity on this colorful event, used it only in its employee publications as a morale builder. But the Associated Press picked it up, gave it national publicity.

It is pretty much accepted that General Shoe holds undisputed leadership in its industry for its public relations program. The program has tangibly paid off cash-wise, and in many less tangible but nonetheless invaluable respects.

The top-level importance with which General's officials regard its public relations department indicates the practical value of the program and its accomplishments in continuing to be responsible for an appreciable portion of the company's phenomenal growth. It should represent a model which scores of other firms in the shoe industry might follow in an economy where public relations becomes more and more essential to business success.



HOW TO HAVE Permanent Wood Heel Attaching

AT LOW COST!

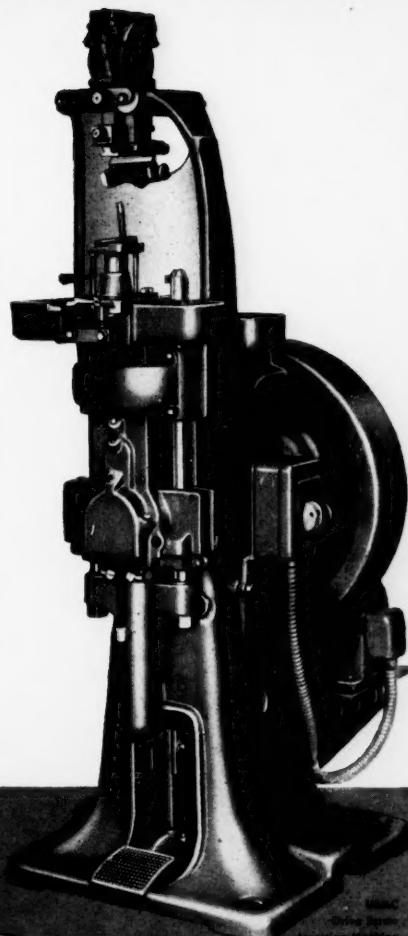
With the **USMC DRIVE SCREW INSERTING MACHINE**, screw reinforced wood heel attaching can be reduced from 5 to 3 operations with a corresponding reduction in costs. And because this machine is fast it can lower costs still more!

The cement-coated drive screw holds the heel firmly in place during heel and edge finishing and heel nailing, then remains permanently to add a reassuring margin of strength.

The results? Manufacturers protect themselves, their retailers and the wearer at very low cost against loose and lost heels.

Over 20,000,000 pairs have already been attached with complete satisfaction. It's a machine that is ruggedly built to operate day after day with exceptional economy.

Find out exactly how this machine can improve the value of your shoes — get complete details from your United branch office.



The Drive Screw Method



HEEL SEAT FITTING — This important first step in heelng operations utilizes a heel seat fitting machine to create a complementary fit between the heel seat of the shoe and the cup of the heel.



SCREW ATTACHING — The shoe, either on or off the last, and the heel are placed in the Drive Screw Inserting Machine which clamps the heel solidly in place and inserts a cement-coated drive screw to fasten the heel to the shoe.



HEEL NAILING — In the final operation, maximum security is obtained when the heel is nailed from inside the shoe with five nails by a wood heel nailing machine.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS



TAYLORED TOP



Taylored-Top is made under
U.S. Pat. No. 2,266,588 is-
sued to Thomas Taylor &
Sons, Inc., Dec. 16, 1941.

adds flattery to flatties For sleek-fit on flatties and wedgies.
TAYLORED-TOP provides smoothness from vamp throat to quarter that prevents gaping and slipping.
TAYLORED-TOP also assures better fitting (as the clerk at the fitting stool will tell you), and gives greater comfort and satisfaction to the wearer. For tops that are truly "tops" use TAYLORED-TOP in your styling.

THOMAS TAYLOR & SONS Inc., HUDSON, MASSACHUSETTS



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